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TOURISM AND OUTDOOR RECREATION

HEARING

BEFORE THE

SUBCOMMITTEE ON FOREIGN COMMERCE AND TOURISM

OF THE

COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION UNITED STATES SENATE

ONE HUNDRED FIRST CONGRESS

FIRST SESSION

ON

TOURISM AND OUTDOOR RECREATION

APRIL 25, 1989

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TOURISM AND OUTDOOR RECREATION

TUESDAY, APRIL 25, 1989

U.S. Senate,
Committee on Commerce, Science, and Transportation,
Subcommittee on Foreign Commerce and Tourism,
Ansted, WV.

The subcommittee met, pursuant to notice, at 1:10 p.m. in the conference room of the Hawks Nest Lodge, Hon. John D. Rockefeller IV (chairman of the subcommittee) presiding.

Staff members assigned to this hearing: Sally Sussman, Becky Kohm, professional staff members; and Gerri Hall, minority professional staff member.

OPENING STATEMENT BY SENATOR ROCKEFELLER

Senator Rockefeller. This starts our official hearing of the U.S. Senate Subcommittee on Foreign Commerce and Tourism which is part of the full Commerce Committee of the Senate. Not all of you knew how a Commerce Committee field hearing works so I want to explain it to you at the outset.

We've got three different panels and we've done a little switching of panels to accommodate schedules. Those of you who are testifying for the first time before a Senate committee, please note that we do use the green and the red lights, which I hold up here, and there's a reason for that. We have eleven witnesses this afternoon and I want to have a chance, not only for each person to say what they want to say, but I want to be able to ask questions in order to point out certain facts or facets. So, we are fairly strict about time. When somebody starts testifying, we turn on the green light. The green light is called "good news". When the red light comes on, that indicates that you are beginning to get in trouble. There's no hostile intent, it's just a matter of efficiency. So you may get a gentle reminder from the light that that your time is at an end. And the reason for that is so we can engage in a dialogue.

You will notice also that we have a formal recorder who listens to everything that is being said which is coming through my microphone and through the microphones at the witness table. The recorder also has a camera for the purposes of identification because this is all done very exactly, according to the rules of the United States Senate.

So I'm going to make an opening statement and then we will proceed to our first panel.

First of all, I welcome all of you to wild and wonderful, and occasionally rainy, West Virginia.

What we want to do today is to have an enlightened and productive discussion about West Virginia's second largest industry, which is tourism. Tourists bring in nearly four million dollars a day in West Virginia—that's four million dollars per day. This means that there are some thirty-one thousand West Virginians who are working day in and day out in tourism-related jobs. Their jobs are dependent upon tourism and because of their work and because of the companies involved, local and state governments in West Virginia collect about a hundred and twenty-six million dollars of tax revenues each year from travel and tourism expenditures. So, tourism is big business in West Virginia, but frankly I think it can be a lot bigger.

I can't even begin to describe how important it is that we continue to nurture and to develop the recreation and tourism business in West Virginia, as well as across the country. We know about our economic problems and I don't think we have to dwell on those at all. Rather, I think we need to look at our strengths, our heritage strengths, our historical strengths, our scenic strengths, our aesthetic strengths, and figure out how we can turn these strengths into building and diversifying the economy of West Virginia.

It's no secret to any of you here today that when it comes to what they refer to in the world of trade as comparative advantage that West Virginia is sitting on a gold mine. We have our scenic beauty, mountains, scenery, forest, our parks, all of these first rate. Our rivers and our ski slopes provide some of the best recreational activities anywhere in the Eastern part of the country.

One of our great untapped attributes, in my judgment, is a vast system of scenic backroads which link the various parts of our state together. In my judgment, these are roads or byways which are well suited for the great American outdoor pastime of something called "pleasure driving".

If you want to know what the most frequent recreational activity is in the United States of America, it's something called walking. Not walking to open the door or walking to turn on or turn off the t.v. set, but walking for the purpose of recreation.

The second most popular form of recreation is, in fact, driving. Driving for recreation.

So, as far as I'm concerned, forget Colorado. Forget Oregon. Forget Wyoming and Vermont. When it comes to skiing, biking, hiking, water rafting, West Virginia is where it's at. Outdoor recreation is our ace in the hole and I think we've got to do even more with it.

Today we're going to hear from national and local travel and tourism experts about ways that West Virginia can use it's natural and outdoor recreational areas to further develop it's tourism industry. We will also discuss ways that the federal government can work with the states to help this whole effort.

There's an additional subject that I mentioned we would discuss today, and that is the establishment of a nationally coordinated system of scenic byways. We all know that in our state, scenic roads abound. They are everywhere. Out on the farms, through all kinds of areas. We have lots of scenic roads. We are going to call them scenic byways. If these are properly designated, properly signed, properly chosen, properly promoted, they can become the source of enormous activity. The statistics show that eighty percent of Americans like to drive recreationally and that this activity is not limited in terms of age groups. Pleasure driving cuts across all age groups. If this is true, then just as surely as somebody can drive to Hawks Nest State Park and spend a few nights, so can they drive during the course of a day and stop at a restaurant or an arts and crafts store or an overlook, and not only spend their dollars but also enhance their enjoyment and understanding of West Virginia.

I am totally excited about this concept of scenic byways and the potential that they have, not only in our state but across the country, for generating more travel and tourism.

I have introduced a bill, in fact, on this subject of scenic byways. My bill would direct the Secretary of Transportation to design a National Scenic Byways Plan. That plan will be drawn up between now and 1991. Why 1991? Because 1991 is when the highway bill is up for reauthorization, and that's when I want those of us who care about recreation and tourism, to be ready to go to the highway funding bill and say, "This is one way we can be spending our money." It's not very expensive to have a scenic byway, because you're dealing with roads and byways that are already there. But, there are signs, historical markers, and overlooks to be built.

Some of our witnesses today, particularly Derrick Crandall and Leff Moore, both of who testified before my subcommittee in Washington on this subject will speak today on scenic byways.

On our first panel, we're going to have Aubrey King. Aubrey is Executive Director of the Travel and Tourism Government Affairs Council and a native of a county in the state of West Virginia by the name of McDowell. So that pleases me greatly.

We are also very honored and privileged to have with us from Washington, Priscilla Baker, who is the Tourism Director for the National Park Service; Derrick Crandall who is the President of the American Recreational Coalition, and also Phil Reale from Glenville, West Virginia, who is the Chief of Staff to the Governor of the State of West Virginia.

We are also going to be hearing from representatives of various tourism interests, people who are in the business including Jon Dragan of Wildwater Expeditions Unlimited, Leff Moore who I've already mentioned, Frank Taylor of Frank's Mountain and River Tours, Randy Worls of Oglebay Park, Doug Maddy of the Fayette Chamber of Commerce, Richard Alston of C&P Telephone Company, and Jerry Beasley, President of Concord College.

So we very enthusiastically begin this hearing now. I can tell you, Derrick and Aubrey and friends, when I was Governor of West Virginia, we worked very, very hard on promoting tourism. We advertised just as the Governor is now doing. We advertised West Virginia tourism on television in other parts of the country. I used to hear some criticism about that. When I say rest of the country, I'm talking about Cincinnati, Pittsburgh, Washington, Baltimore and Roanoke and Richmond. But promoting our state pays off. It pays off when you promote and when you market and when you have something that's beautiful, you ought to be doing it.

So, tourism is a top priority for me. It's a top priority for Governor Caperton and I now am delighted to present, first of all Phil, why don't we start off with you representing the Governor of West Virginia.

STATEMENT OF PHIL REALE, CHIEF OF STAFF, OFFICE OF GOVERNOR GASTON CAPERTON, STATE OF WEST VIRGINIA

Mr. **Reale**. Well Senator it obviously is with no hesitancy that we appear here today because it is evidence of Governor Caperton's firm commitment to the tourism industry and the potential that it has for West Virginia. And, certainly we are excited also about your participation as a leader in promoting tourism for West Virginia.

A few comments. Last year tourism spending represented about six percent of the gross national product and nearly seven million jobs were directly supported by this industry. That calculates to something like one in fifteen Americans having a job that relates to tourism and of course, the tourism industry in West Virginia is also big business. It is an export industry in West Virginia. It is difficult to conceptualize it being an export because it is intangible. But what happens is, the people come to West Virginia, they spend some of their disposable income and they leave with a positive experience or memory in favor of our state.

Our industry, not unlike that of other states, generates income from manufacturing, agriculture and of course, the service sector. Direct services, lodging, food, transportation and recreation are the largest beneficiaries but because of the ripple effect, every economic environ in our community basically is impacted favorably.

Competition for the traveler's income and their leisure time is at an all time high. Marketing a state's tourism industry therefore requires the same level of expertise as one would entertain in marketing a billion dollar company. In a state such as West Virginia where we have had historically an economy based in the coal industry, it is important for us now to develop an aggressive tourism marketing strategy that will help continue to diversify our economy as well as assist in the continued development of tourism as an industry itself. Not only that, but we believe that tourism and the favorable impression that our tourist facilities leave with visitors that come into West Virginia is a catalyst and plays a vital role in economic recovery for West Virginia.

Statistically, we generated about 1.7 billion dollars in 1986 in direct and indirect tourism activities and sales. And that's up three hundred percent from what it was in 1976. And we've had about an eighty four percent increase in jobs, full time equivalent jobs in West Virginia. I have cited in my printed testimony a statistic somewhat different from your thirty one thousand that you mentioned in your opening comments, but in terms of full time equivalent, we feel that that number is somewhere near seventy seven thousand according to the latest figures provided by West Virginia University.

At a glance, this would seem impressive, but it should also be noted that our total tourism budget ranked fortieth among the states and was sixty four percent below the national average of six million dollars. Although there is some ability for us to improve upon that statistic, it should be noted that as in the case with many states, the budget is somewhat strained by simply providing for the basic operation of entitlement programs for necessary services.

Nevertheless, as you are aware and as others in this room are aware, much of the Governor's first legislative package addressed tourism needs. First, we were successful in generating a five cent per gallon tax on gasoline which, you know, a portion of that is dedicated to the state's share of completion of Appalachian Corridor Highways which is vital to provide the transportation network to make our state and our tourism facilities accessible to travelers, particularly those from the Eastern United States. Secondly, we passed the West Virginia Parkway, Economic Development and Tourism Act which created an authority to improve transportation networks in Southern West Virginia and to develop the tourism facilities and the visitor centers on our Turnpike. And, our third and perhaps most significant and directly relating to tourism is the dedication of a portion of our lottery proceedings to tourism. That amount of money for this next year is budgeted at about 7.2 million dollars. It will afford us the opportunity to make much needed capital improvements to our state parks and other tourism facilities as well as provide a substantial sum of money, at least one million dollars for promotions.

Nevertheless, we still have to demonstrate our commitment to the industry by acknowledging that it will pay immediate dividends in the form of increased sales among a variety of state businesses. The economic impact studies show around the country that advertising conversion time is at about six months or less and the return on investments is somewhere in the neighborhood of five to one. That's outstanding in any business. It is critical to West Virginia, as I would imagine it is critical to all states that we create an identity in key markets, that we acquire and maintain key market and demographic data as to travelers and we provide technical assistance to destination marketing organizations in developing individual marketing and promotional strategies.

In many instances, partnerships between state and local entities have been strengthened to maximize tourism potential. We recognize the need to expand that partnership to the integration of state and local programs with a national marketing strategy calculated to attract greater tourism dollars for West Virginia for international travelers. Coordinated market research would enhance the ability of state and local tourist industries to direct their promotional dollars in such a way to maximize benefits, plan for facility development and determine the economic impact of the tourism industry. That research is necessary.

The federal government could also be a resource for the development of training sessions for West Virginia businesses to enhance their marketing, promotion and hospitality skills and services. This would insure not only a greater share of the market, but a greater potential for repeat business, and I think this is something we have to look closely at.

Now, of particular interest and something that others may not address here today is the need for us to develop a "Canadian Connection". It should be a first priority for us as we enter the competition among states for international marketing purposes. A significant number of Canadian travelers could be attracted to West Virginia for a fraction of the cost of developing a market share for the overseas tourist. Working closely with the United States Travel and Tourism Administration would be beneficial in establishing media contacts for tourism fairs, receptions and sales marketing trips into key Canadian cities. As you know, and as your colleagues need to know, West Virginia is strategically located on primary north to south corridors and transportation routes which has provided us with a unique opportunity to develop this close relationship with our Canadian friends.

In closing, as it relates to employment statistics, tax revenues, the need for our state to diversify its economy, the travel and tourism industry is a component of our economy that we must continue to develop with resources from all available sources and for which we must continue to expand the marketplace by coordinating our efforts nationally and internationally, state and locally with our sister states and with the national government as a whole. And in that spirit, we come committed and prepared to work cooperatively with the federal government, with our sister states and certainly with the organizations represented here today. Thank you sir.

Senator ROCKEFELLER. Thank you Phil. Would you be free to have the other and then stay so that you can answer some questions? Good.

I also wanted to introduce for the benefit of those in the audience, the two young women behind me; on my left, is Amy Berger who works on tourism and recreation issues and other issues in my office in Washington, and on this side is Sally Sussman who works for the Senate Commerce Committee on recreation and tourism as well as other areas.

Derrick.

STATEMENT OF DERRICK A. CRANDALL, PRESIDENT, AMERICAN RECREATION COALITION

Mr. CRANDALL. Thank you Mr. Chairman. Thank you for the opportunity to appear here this afternoon. I have to remark on how it is a much more appropriate location to be talking about tourism and outdoor recreation than the last time we got together a week and a half ago. It certainly is an inspiration. I had the privilege of driving out this morning from Washington, so I saw some of those scenic byways that you were talking about. You mentioned that you were totally excited about the scenic byway concept. We just want to make clear that we are totally excited about the national leadership that you are providing on this and other key tourism and recreation issues and we appreciate that leadership greatly.

I appear here today wearing two hats. The first was due to the great honor I had to serve on the President's Commission on Americans Outdoors. For two years we toured this country and listened to groups much like this in twenty locations. In addition, we heard from thousands of people talking about what they wanted to do and what their visions were in terms of their outdoor recreation activities. In a way, it is kind of ironic and yet very appropriate that you are taking a leading role in acting on some of the recommendations of the President's Commissions on Americans Outdoors. After all, your uncle, Laurance Rockefeller, chaired the predecessor to the President's Commission on Americans Outdoors and helped to lead the Congress to enactment of such important legislation as the National Trails Legislation and the Land and Water Conservation Fund which provided both financial and technical assistance to expand the recreation opportunities across this great nation. So, we're glad to see the tradition continues and we are looking forward to working with you.

I also serve as President of the America Recreation Coalition which is a federation of organizations and companies as diverse as Disney and Coleman and Huffy, as well as organizations like the United States Recreational Ski Association and the Good Sam Club and the various other large and small businesses involved in recreation.

Let me begin this afternoon by saying that it is clear that Americans are doing more things outdoors more frequently than ever before. That's a reality. And finding a place for these growing numbers of Americans to have quality opportunities for the recreational activities that they select, that they choose, is a challenge for all of us. Today Americans spend in excess of three hundred billions of dollars every year on their leisure and recreation activities. More than a hundred and fifty billion of that is on outdoor recreation alone.

How we spend our leisure time and our leisure dollars has changed. For example, linear corridors have taken on heightened importance for us. Trails for bicycling and snowmobiling and hiking, rivers to raft and canoe, scenic byways to drive.

We also see that electronic devices originating in the military, for example Sonar, have now been translated to help us navigate our boats on recreational waters and to find fish. I dare say we can predict safely that within two decades we will see people using night vision devices to see what goes on in this wonderful state during the nighttime, whether that's watching the nocturnal activities of wildlife, or skiing down mountains without light. I hesitate to think about whether that will be good or bad, but I think we can clearly predict that there will be changes and there will be things that we have yet to really understand.

Essentially, we know that the quest for quality outdoor recreation experiences remains strong among Americans. And we see that the interest is building overseas. No other nation in the world can surpass the physical diversity and the great recreational facilities we have in the United States. Those assets are beginning to pay off in the international tourism field. We think West Virginia has a major, major opportunity to benefit from what you have here in this great state.

I might note that the recreation industry is composed of businesses large and small, but that the large businesses tend to be congregated in the manufacturing end. The small businesses which provide such a vital service component of the recreation industry are handicapped in terms of telling the American public and those overseas about their opportunities. How does a fishing guide in Jackson Hole, Wyoming, or a bicycle tour operator in Vermont or a cross country ski operator here in West Virginia effectively communicate the offerings that he or she is providing to a family in

Chicago or a family in Atlanta or California, or even more, in Paris or London?

It's a challenge. However, we have the technology. We have electronic databases and we are gradually beginning to see some improvements in that. We see agreements between Utah ski operations and the West Virginia white water rafting community crossmarketing their services, a very good development. We see that here in West Virginia the National Forest Campgrounds, beginning on May 1, will be able to be reserved through a single "800" number, an agreement between the Forest Service and a company called Mistix. So we see some opportunities.

Concluding very briefly, I would like to just basically touch on the topic that you spoke of so eloquently, the scenic byway movement.

As you know, scenic byways have a long tradition in the American outdoors. During the 1930's, we constructed such major opportunities for scenic driving as the Blue Ridge Parkway, the George Washington Memorial Parkway and others. We are now facing an opportunity for this generation of Americans to build on that legacy.

As you pointed out so well, the Transportation 2020 process, the crafting of a new thirty year Surface Transportation Plan, which is scheduled to come before the Congress in 1991, affords us a real opportunity to decide on allocating an available supply of resources from the Highway Trust Fund. We clearly feel that the scenic byway program affords a great opportunity for us to do that.

If I might, I would just like to say that the one thing that is so important about a scenic byway is that as a linear corridor, it binds together the people along its route. It offers both a tourism marketing opportunity, but more important it provides a sense of community identity, of regional identity, of community pride.

We think that the evidence is clear. As you look at the Blue Ridge Parkway, as you look at other areas of the country, the Great River Road, that this has an important part in adding to the quality of life within the area as well as to its attractiveness for those who might visit from other places in the United States or other parts of the world.

We thank you again for your leadership and look forward to continuing the work with you over the exciting years ahead.

Thank you.

Senator ROCKEFELLER. Thank you, Derrick, very much. Aubrey, Welcome home.

[The statement follows:]

TESTIMONY BY DERRICK A. CRANDALL, PRESIDENT OF THE AMERICAN RECREATION COALITION, BEFORE THE FOREIGN COMMERCE AND TOURISM SUBCOMMITTEE OF THE COMMERCE, SCIENCE AND TRANSPORTATION COMMITTEE, UNITED STATES SENATE REGARDING OUTDOOR RECREATION AND TOURISM, ON APRIL 25, 1989, AT HAWKS NEST STATE PARK, WEST VIRGINIA.

Mr. Chairman, thank you for the opportunity to appear this afternoon to discuss the strong and growing link between tourism and outdoor recreation, and to outline some of the steps which can and should be undertaken to capitalize on the wonderful and diverse outdoor opportunities found across our great nation. I am especially delighted to have the chance to talk about the contributions to tourism and recreation possible through a national scenic byway program, a concept which owes much to your energetic and visionary leadership, Mr. Chairman.

I appear before this committee to speak about the importance of the tourism-outdoor recreation linkage from two perspectives. From 1985 to 1987, I had the tremendous opportunity to serve as a member of the President's Commission on Americans Outdoors. Through more than twenty meetings of this commission across the nation and through a national survey of recreation activities done for the commission, I learned first-hand about the special role recreation plays in the lives of individual Americans, their families and their communities. We also learned much about the travel which results from the quest of Americans for quality experiences outdoors.

I also serve as the President of the non-profit federation of the nation's leading recreation interests, called the American Recreation Coalition. Our members, ranging from nationally known companies such as Coleman, Disney and Huffy to associations of recreation opportunity providers, including campgrounds and rafting companies here in West Virginia, to individual membership groups, such as the Good Sam Club, the United States Recreational Ski Association and the American Motorcyclist Association.

Let me begin by stating that more Americans are doing more things outdoors today more often than ever before. The President's Commission found that we were spending in excess of $300 billion annually in the process. We buy bicycles and boats, RV's and skis; we pay for fishing guides and rafting trips, for admission into our national parks and onto ski slopes operated by private companies on national forests. Our recreation expenditures have been climbing faster than overall GNP growth for two decades, and we see no reason to expect that trend to change.

How we spend our leisure time and dollars has changed. Participation in adventure sports has soared and will remain strong, partly because we need a counterpoint to our increasingly urban, sedentary daily routines. Linear corridors have taken on great importance; trails for bicycling, snowmobiling and hiking, rivers to raft and canoe, scenic highways to drive. Cold weather activities are much more popular, as clothing and other equipment tempers the discomfort of freezing temperatures.

Mechanized and motorized devices facilitate access to the outdoors for the elderly and the mobility-impaired. Electronic advances originating with the military now help us find fish and navigate our recreational watercraft. We can safely predict that similar technology transfers will soon let us ski and play golf at night without lights, and will permit us to journey underwater in mini-subs and near-fool-proof scuba equipment.

I would like to submit for the record a more in-depth review of likely recreation trends which first appeared in American Forests magazine last year.

Essentially, we know that the quest for quality outdoor experiences remains strong among Americans. And we know that interest in the American outdoors is growing rapidly abroad. No other nation in the world can surpass the physical diversity and recreational facilities found in the United States. Those assets are beginning to pay off in the international tourism field. Our parks and rivers and mountains and wildlife draw back those who have already seen our cities. Studies by the U.S. Travel and Tourism Administration and our own anecdotal experiences offer proof that more and more visitors to America want to rent cars and RVs or board tour buses to explore the immense area between our coasts.

What they will find is an array of public and private recreation providers offering tremendous value and quality. The trouble often lies in finding these providers.

The recreation industry is comprised of businesses of all sizes. Yet many of the larger companies are concentrated in the recreation equipment field; in contrast, the recreation service field is largely comprised of smaller enterprises with limited marketing budgets and capabilities. How, then, does a fishing guide in jackson Hole, Wyoming, or a bicycle tour operator in Vermont or a ski touring center in West Virginia reach families in Chicago or Boston or Paris or Tokyo? Traditionally, the answers have been through word of mouth and specialized mailing lists.

I'm pleased to say that progress is being made. Small recreation providers are banding together to reach distant and larger markets. Utah ski areas and West Virginia rafting companies are cross-marketing. New electronic data bases are emerging. Starting May 1, national forest campsites will be available for advance reservations through a single "800" number, and Mistix, the new Forest Service partner, hopes to expand this service to provide reservations for private recreation opportunities and recreation information, as well.

Another way to help bring together those hungry for recreation and those anxious to provide recreation opportunities is through the scenic byway concept.

Americans have long enjoyed the chance to see the diversity of this great nation. Scenic drives into the country and longer distance explorations were principal initial uses of the automobile. Early in this century, state and federal agencies developed specific routes for recreational drivers. New York and Oregon were early leaders in constructing parkways and scenic drives, followed closely by Texas, Vermont and other states. Federal efforts began in earnest during the 1930s and focused in and around the nation's capital and within the national park system. The success of these initiatives is clear today. The corridors containing these scenic byways today attract millions of visitors annually, and their natural beauty remains protected.

Calls for a national scenic highway system were heard in the 1960's. The first federal survey of recreational activities was conducted in 1960 and placed pleasure driving at the top of our leisure activities, where it has remained in each of the subsequent national Recreation Surveys. In fact, a feasibility study was undertaken by the Department of Transportation in 1973 for a national system of scenic highways and parkways. The first of our nation's energy emergencies prompted a report which validated the need for attention to scenic byways but which recommended against a new initiative. .

While federal efforts remained on hold, state progress continued. More than half of the states developed some type of program; some were quite ambitious. Key private initiatives such as the designation program of the American Automobile Association were begun. And the volume of recreational travel continued to climb.

By the time of the President's Commission, both a need and a window of opportunity were apparent. After thirty years of focused public investment, the nation had developed an outstanding interstate highway system to move people and goods swiftly and safely between our urban centers. We had also developed major public park and recreation programs, expanding opportunities to enjoy fishing and boating, swimming and golfing, camping and team sports. Yet an activity at the very top of the list in recreational popularity and the cause of more than 20% of all vehicle miles -- pleasure driving -- attracted little attention from either effort. The timing was right for a new scenic byways push because a major effort to craft a new, long-range blueprint for our nation's highway program, the Transportation 2020 initiative, was already underway.

The President's Commission urged federal, state, local and private efforts to identify, publicize, protect and enhance recreational driving experiences through scenic byways. Few of our other recommendations sparked as rapid and positive responses. Wonderful progress has already been made. New dialogue is occurring among transportation, recreation, tourism, environmental and cultural community leaders, and all believe that we can craft a national scenic byway program which accomplishes our respective goals.

A national scenic byway program can be justified simply on the grounds of the great demand for driving through scenic areas. Touring these areas is, after all, the second most popular leisure activity. Its popularity has not been shaken by energy emergencies or changes in our family patterns, nor by technological advances in home entertainment nor neglect of this demand by recreation and transportation planners for several decades. But scenic byways offer more.

A linear corridor running through a region binds together the communities, the businesses and the people it links. This connection can build regional pride and identity and surely facilitates the kind of cooperation needed to market the region's recreational and cultural offerings. It can become the kind of tool small towns and disadvantaged cities need to diversify their economies.

Creating scenic byways does not necessitate new road construction. In most cases, the roads, the scenery, the attractions and the services are already in place. The byway might follow the paths of early settlers or explorers, like the Nachez Trace or the Lewis and Clark Trail, or feature areas famous for white-water rafting or skiing. Many communities have the potential for scenic byway development.

Scenic byways forge partnerships. We see that along existing scenic byways, such as the Blue Ridge Parkway and the Great River Road. State highway agencies, federal land managers, local governments and local tourism and recreation interests become involved in the management of the corridor. We've seen that scenic byway programs stimulate partnerships. We are very excited by the partnership between the Forest Service and Plymouth, a partnership which will have direct, on-the-ground benefits here in West Virginia and across the nation. We are excited that other companies are becoming involved with this partnership, and that the Bureau of Land Management is in the discussion stage with still other companies regarding a partnership in their backcountry byway program.

Scenic byway designations can unlock the tourism potential of rural areas and generate much-needed revenue. The economic benefits of scenic byways can be substantial. Tennessee officials estimated that if scenic byways kept only one percent of Tennessee's visitors in the state for an extra half day, annual tourism revenues would increase by six million dollars. Rural businesses ranging from campgrounds to gas stations to restaurants, inns and craft shops can all benefit from proper designation, protection and marketing of scenic byways. The potential for breathing new life in to depressed economies through tourism generated by scenic and historic roads is indeed great.

We're also excited by the potential scenic byways have for linking Americans to the wide variety of recreational opportunities in this nation. Roads which lead to our parks and forests and allow people to enjoy hiking, bicycling, fishing, and other outdoor activities are especially needed near our towns and cities.

Scenic byways should be a part of the nation's post-interstate highway program. We need to take action soon to ensure the special scenic, cultural, recreational and historic roads of this nation are identified. We need to provide more tools for states and local communities anxious to enhance and protect scenic and recreational corridors.

Mr. Chairman, we believe that the legislation you have introduced in the Senate of the United States, S.432, the Scenic Byway Study Act of 1989, is a terribly important step forward in realizing the special promise of the scenic byway idea, and that it will have long-lasting benefits for our nation by adding and coordinating recreation and tourism opportunities. We urge your continued energetic championship of this cause.

Thank you.

STATEMENT OF AUBREY KING, EXECUTIVE DIRECTOR, TRAVEL AND TOURISM GOVERNMENT AFFAIRS COUNCIL

Mr. KING. Thank you, Mr. Chairman. It is a great personal privilege and pleasure for me to be here and I am really indebted to you for this opportunity. I would certainly agree with Derrick that I couldn't imagine a more delightful, appropriate place to have a hearing on the recreational side of tourism than here at Hawks Nest, a place I have visited often in the past and it is really a delight to be here under these circumstances.

I am the second native West Virginian on the panel here, born and raised in Iaeger in McDowell County where my mother and father still live and so it again is a particular pleasure for me to be joining you here.

I am the Executive Director of the Travel and Tourism Government Affairs Council. That is a coalition group in Washington where, as you know Mr. Chairman, coalitions dot the landscape. This one is comprised of thirty one national organizations that are concerned with various aspects of travel and tourism and we represent really almost all segments of travel and tourism; the hotels, the restaurants, the highway interests, airlines, travel agents, tour operators; pretty much everyone in this very large and dynamic industry.

The first point I would like to make here, and I think you are going to be hearing a lot of similar comments throughout the course of the hearing, but the first one that I would like to make is to just emphasize as strongly as I can the fact that travel and tourism is such a major dynamic industry in this country.

Not often widely realized, but we are, depending upon perhaps how you would measure it, the second or third largest retail industry in the country. Over five and half million jobs are provided directly by travel and tourism. Nearly 8 million jobs—or 5.5 million jobs directly—nearly 8 million jobs directly and indirectly result from travel and tourism. Last year, tourism generated over 313 billion dollars in gross receipts. We are the largest export industry in the country as you very well know and many experts see tourism as really the industry of the future as well. Indeed, probably by the end of this century it will be the world's number one industry. We think that it has a particularly important role to play here in West Virginia.

You have already heard the data concerning the importance currently of travel and tourism in the state. As you so appropriately summarized in your opening comments, many of the advantages of West Virginia, from the standpoint of travel and tourism are, I think, obvious. The state's scenic advantages, the mountains, the valleys, the rivers, the foliage. One could go on and on. There is no state in the country and few areas in the world that can boast of scenery and physical attractiveness to the extent that West Virginia can.

Not only that, it is an historic state. From Point Pleasant to Hinton to Charleston, throughout the state, there are communities that are rich in the history of our country and its experiences, from the Revolution through the Civil War and more recently with regard to the development of the coal mining industry. There is much of historical importance in this state.

West Virginia handicrafts, have valuable tourist appeal also. Many tourists are increasingly interested in acquiring unique local products.

Again, I think West Virginia has a great deal to offer in this regard, as the written comments that I have submitted mention. For example, there are two shops in Washington that specialize in Appalachian art and handicrafts, providing clear evidence of the potential importance of these sources of revenue for the state, and sources of jobs for its citizens.

Probably the greatest advantage West Virginia offers is the people of the state. Perhaps I'm a little biased as a native, but I know of no people that are more hospitable, more interested and willing to cooperate with strangers and visitors, to open their homes, their places of business and their hearts to outsiders as are West Virginians. And I think that epitomizes certainly what tourism, a successful tourism industry, needs more than anything else. More than the physical attractiveness, more than the history or the culture, it's going to come from the people and I think West Virginia is uniquely blessed in that regard.

And if I could just conclude by referring to three areas which the state is obviously already looking into very intensively, and I commend it very much for that.

One is that the requisite physical structure of the state simply must have a great deal of attention paid to it. The developments that you launched so successfully as Governor, the completion of the interstate system, the expansion and refinement of the State Park system, have been dormant to long; it is very encouraging to see that those efforts have been resumed and are progressing. The completion of the Appalachian Corridor System should certainly receive high priority.

Along with this I was pleased to note that one of the subsequent witnesses, the President of Concord College, is going to be speaking to another vital subject, I picked up a newspaper article that he has on the table outside. More attention needs to be given to educational programs in the state to train the necessary personnel for the travel and tourism industry and I commend Concord for that vision and that initiative.

And finally, greater attention must be given to sophisticated marketing efforts; again, picking up where you left off as Governor, with the objective of promoting and marketing the state to nearby areas here in the Northeast, must receive the utmost priority in the state. And, I can assure you that speaking for an industry that again, is dynamic, is growing, is a major source of economic development in this country, that we certainly stand ready to cooperate in that effort to the maximum extent.

[The statement follows:]

STATEMENT OF AUBREY C. KING, EXECUTIVE DIRECTOR, TRAVEL AND TOURISM GOVERNMENT AFFAIRS COUNCIL

Thank you Mr. Chairman. It is a particular personal pleasure for me to have this opportunity to testify on the significance of travel and tourism to the national economy and its continuing and further potential for economic development in West Virginia. My name is Aubrey C. King and I am the Executive Director of the Travel and Tourism Government Affairs Council and a native of West Virginia. I was born and raised in Iaeger in McDowell County, where my parents still live, and I received my undergraduate education at Marshall University. I am very proud of my West Virginia heritage.

The Council, an affiliate of the U.S. travel industry's national umbrella organization, the Travel Industry Association of America, consists of 31 major national travel and tourism trade organizations and represents the entire industry on government issues of common concern. As a coalition of the diverse segments that make up the travel and tourism industry, the Council includes representatives from transportation, accommodations, food service, travel agents, tour sales, recreation and attractions. The vast majority of these companies are small businesses.

The travel and tourism industry is a proven dynamic and productive tool of economic development. Because of tourism, the nation's tax base has been vastly expanded. Taxes generated by travel and tourism in 1988 increased by $2.4 billion over 1987. Because of tourism, new employment has been created. Over 417,000 new jobs were created directly and indirectly in the United States in 1988 through growth in the travel and tourism industry. Because of tourism, natural, historical and cultural sites have been preserved. And because of tourism, our export earnings, in the form of foreign visitor expenditures, have been dramatically increased. Travel receipts from foreign visitor spending in the United States increased by $3.3 billion in 1988, to reach 18.5 billion, making tourism the country's number one earner of export receipts.

As the third largest retail industry in the United States, behind only automobile dealers and food stores, the travel industry represents an economic resource of enormous proportions. In 1988, for example, federal, state and local governments received over $36.6 billion in travel-generated tax revenue. Our industry is the first, second or third largest employer in eighty percent of the states, directly and indirectly providing nearly eight million jobs for Americans (5.5 million directly). In 1988, domestic and international travelers in the United States pumped an estimated $313 billion dollars into the national economy.

Travel and tourism is a rapidly expanding industry, predicted by many experts to become the largest industry in the world in the 1990's. In its ability to create jobs tourism is a viable competitor to high-tech industries as an engine of economic development. In quantitative terms, travel-related businesses have created jobs more than twice as fast as the growth in total U.S. payroll employment during the last decade.

Mr. Chairman, travel and tourism can also serve as an engine of economic growth to lead West Virginia into the twenty-first century. Consider that tourism is already the third largest industry in the state. Consider that West Virginia's receipts from the travel and tourism industry have grown by over 27 percent in the past five years while state travel and tourism tax revenues have grown 50 percent. While published statistics are only available through 1986, we can estimate that West Virginia receipts in 1988 probably exceeded $1.6 billion from tourism activity, generating nearly $90 million in state and local taxes.

And West Virginia should not be misled by the notion that jobs in travel and tourism are unskilled and low-paid. To the contrary, they are good jobs and getting better. In the past two years, earnings in many parts of the country from our industry have risen above retail sales, finance, insurance and real estate, as well as non-durable goods manufacturing jobs. This trend is expected to spread throughout the country and continue into at least the early twenty-first century.

It should be noted that hourly wages in the travel and tourism industry have increased 109 percent over the past 10 years compared to an increase of 89 percent for all private sector workers. While travel and tourism industry average hourly wages may remain relatively low compared to some other industries, increases in average hourly wages since 1975 have been among the highest of all forms of employment.

Mr. Chairman, we know that as Governor and now as Senator, indeed throughout your public career, the economic health and vitality of West Virginia have received your greatest attention, and that you have given high priority to the development of West Virginia tourism. We certainly concur that tourism development holds considerable economic development potential for the state.
For example, just 10 additional visitors per day spending $35 each in a typical small West Virginia community would produce about one-quarter of a million dollars in new receipts for local businesses, $65,000 in new wages and salaries for local residents, seven new jobs, and an additional $15,000 in state and local taxes each year.

The Mountain State is blessed with magnificent tourism resources as yet not appreciated by large numbers of the traveling public. Americans are taking record numbers of trips for pleasure. These trips increased by six percent in 1987 over 1986 and by over four percent again in 1988. These trips, more and more, include large numbers of two, three, and four day excursions. West Virginia is situated in a most advantageous location to capture large numbers of these trips from some very large generating markets, such as

Washington, Baltimore, Cleveland, Pittsburgh and Philadelphia, and from medium-sized markets such as Columbus, Lexington and Richmond.

West Virginia offers these potential visitors scenic resources comparable to any in the world. The mountains, forests, and parks offer spectacular foliage and scenic vistas, while opportunities abound for camping, hunting, fishing, skiing, rock climbing and much more. The spectacular New River offers world class white water rafting and wilderness beauty unsurpassed in the eastern United States. The state's historic sites are deeply rooted in major events in the development of our nation and already attract thousands of visitors annually.

While high quality American handicrafts have largely disappeared in most parts of the country, handicrafts that are among the finest found anywhere are still actively produced in West Virginia. As a matter of fact, there are two major shops in Washington that sell Appalachian handicrafts exclusively, one in tourist-intensive Georgetown and the other just opened late last year at the restored Union Station. West Virginia handicrafts can be further developed and more widely marketed to visitors, providing needed supplemental and full time income for many families in the state.

The traveling public and the travel and tourism industry are enthusiastic about the prospects for scenic by-ways in all parts of the country, as you have recognized, Mr. Chairman by introducing Senate Bill 432. As you know, West Virginia is rich in opportunities for designating and developing these tourism generating resources. The development of scenic by-ways, whether through a federal initiative or through state initiatives, could spread the economic benefits from tourism from the interstate highway interchanges to many rural communities in the interior of the state.

West Virginia coal mining played a significant role in the development of the American industrial base. Although automation has reduced its capacity as a source of jobs, the historic significance and romance of mining can be a major tourism attraction to the state. Lines of visitors at the Chicago Museum of Science and Industry have gone unabated for thirty years, waiting to see a small replica of a coal mine. At the Knoxville World's Fair a few years ago, the coal mine exhibit was enormously popular. Think how much tourism potential there would be in any number of West Virginia's currently inactive coal mines. The Coalways Project you have championed in my home area in southern West Virginia could serve as a model for this type of development.

Just as important as its scenic, recreational, cultural and historic resources are, of course, the people of this great state. I believe their natural friendliness and hospitality, their native intelligence, and the great pride they have always shown in their state are precisely what successful travel and tourism development requires.

Yet with all its great assets and all the great strides taken so far, travel and tourism in West Virginia has only begun to tap its potential. In the most recent figures available, for example, the state in 1986 ranked only 43rd in terms of the number of workers employed in travel and tourism, and 42nd in terms of its travel and tourism payroll. It was 40th in terms of tourism generated expenditures. The state ranked no better in per capita terms.

To improve its performance, to realize more of its potential, attention should be given to three interrelated needs.

First is the need to train more skilled manpower for the state's travel and tourism industry. Expansion of existing hotel and hospitality educational programs in the state should be encouraged. The benefits of the satisfying careers available in travel and tourism should be promoted to the young, the underemployed and the unemployed.

Also vital to travel and tourism development is the quality of the requisite physical infrastructure. During your terms as

Governor, of course, West Virginia leaped forward in this regard through expanding and improving its exceptional system of state parks, and completing most of its interstate highway system. That momentum needs to be regained through completion of the Appalachian Regional Commission's highway corridor system, the construction of new roads such as the Shawnee Parkway proposed in southern West Virginia, and capitalizing on the enormous potential of scenic highways. With such initiatives, we are confident the private sector will respond with new hotels, restaurants and commercial tourist attractions.

A final critical key to exploiting the full tourism potential of West Virginia lies not only in the further development of the state's considerable natural, historic and human tourism resources, but also in the continued improvement of the sophistication of the state's tourism industry marketing efforts. Creative and persuasive programs targeting the most promising nearby markets would provide large pay-offs. Highly focused messages and intensive saturation of a very few markets have great potential. Cooperative interstate and regional efforts should be strongly encouraged.

I could go on. Let me close by saying, both as a native of this state and as a member of the tourism industry, West Virginia has enormous economic development potential in the growth industry of the future, tourism. Thank you, Mr. Chairman, for this opportunity to return home to testify at this hearing.

Senator ROCKEFELLER. Priscilla Baker, before you start, I just want to say that your Park Service has been very helpful all day long to me. We have just completed a meeting talking about Route 60. With the completion of I-64, a lot of travel obviously was taken away from this road that leads you to this State Park and that's a severe problem. This state park in fact, has lost a lot of business because of the completion of I-64.

So progress always brings its penalties. On the other hand, there are those of us who think that Route 60, although not the fastest way to get from here to there, is very beautiful and has a lot of history. In fact, in my home in Washington, I have an oil painting painted over a hundred years ago from the rock right out here when this was still Virginia.

And then also this evening, your Park Service will be in Hinton, West Virginia. As Derrick and Aubrey mentioned Hinton is a great historic area of our state and the Park Service is helping us there, too.

So, we would be delighted to hear your testimony.

STATEMENT OF PRISCILLA BAKER, TOURISM DIRECTOR, NATIONAL PARK SERVICE

Ms. **Baker**. Wonderful. Thank you very much, Mr. Chairman. It's a great pleasure to be here I'm going to have to preface my remarks with an apology. Unfortunately, the clearance process that is required of executive branch officials before we may appear at a congressional hearing was not completed in the Department of the Interior in time for me to be able to offer you a printed statement.

Senator **Rockefeller**. No problem.

Ms. **Baker**. I'm permitted to come and discuss our program informally with you and not read a prepared text, however the National Park Service has been involved in tourism for a very long time indeed. When the first national park in the country and in the world was established in 1872 (and that was Yellowstone National Park which occupies portions of the States of Wyoming, Montana and Idaho) it was termed a "pleasuring ground". It was established in no small measure because of a need to find places for people to enjoy themselves out of doors. There were other reasons for the establishment of that park as well.

When the National Park System was established in 1916, its first director, Mr. Stephen Mather became concerned immediately with the relationship between the managers of the parks that were a part of the National Park System and the tourism interests that would want to market those parks as travel destinations.

In 1918, Mr. Mather filed a report with the then-Secretary of the Interior in which he requested that a tourism office be established within the National Park Service to promote the use of National Park areas as the travel attractions he hoped they would become. He failed in his bid to get funds for a travel office in the National Park Service. Accordingly, he used his personal funds to pay for a person to handle that responsibility.

There has been a long history of involvement, off and on, between the National Park Service and various [of the] tourism interests. The current tourism function in the National Park Service was established in 1981. Then-Director of the National Park Service, Russell E. Dickenson, determined that because our parks were having such difficulty trying to anticipate the flow of visitors to their individual National Park areas, and accordingly were having difficulty allocating staff resources and other resources effectively, and because the industry had skills and information that we needed also to have to help us to plan our concession operations which exist in some of the larger parks to supply visitors with services and otherwise to handle visitors efficiently, that we should be doing a better job of communicating with the industry.

We did set up a tourism office. Since that time, it has taken on four principal types of responsibilities.

We have been involved in developing communications projects designed to help get more and better accurate information to prospective park visitors. We have had for many years a very good program and very far reaching program for the production of in-park folders that help visitors understand what the resources within a given park are and how to use that park effectively. Those folders, by the way, are designed and produced from our design center in Harper's Ferry, West Virginia, a very important facility to the National Park Service.

But, we have not done, traditionally, a very good job of providing information to prospective park visitors and to this day we have no funds allocated for that purpose.

The folder that you have before you is one that was printed for us as a gift by the Recreation Vehicle Industry Association. They also appreciated the need for information for prospective park visitors. We wrote the text and we both supplied pictures. They did the layout and design so that it looks like a park service publication. And that's exactly the same design we use for our publications. But there is not one dime of Federal money involved in that publication. We have enough copies to get it out virtually all over the country and at no cost to the consumer.

We have done many other types of communications projects, always on a cooperative basis with somebody else paying for the printing, and we will supply information, review text, provide photographs and whatever.

We have also been involved in some specialized marketing projects to help areas within the National Park System where additional visitation is needed.

We also have developed some training programs. The gentleman representing the Governor's office mentioned the need for more and better training. We have put on a series, so far, of three regionally oriented tourism conferences at which we've drawn from the country's best experts in marketing and communications and travel promotion to provide low cost conferences, truly low cost, to owners-operators of small businesses operating in tourism and related to tourism, and to managers of public lands and historic sites, who otherwise would not have access to the best training in these activities. These have been enormously successful.

You have the program for the last one of these conferences. Sally has it for you and you might want to take a look at that.

Also, we have done some technical assistance work helping gateway communities in close proximity to national park areas to acquire some of these skills that they need so very badly.

I would also like to comment that we are taking steps here in West Virginia to develop our parks here better so that they will attract more visitors and sustain the interest of these visitors for longer periods of time. If you like, I will be happy to answer questions about that in the question period.

Thank you, Mr. Chairman.

Senator **Rockefeller**. Thank you all very much for the excellent information.

What we'll do now is have some questioning back and forth and some discussion and then we'll move to our second panel, do the same thing, and then move to our third panel.

Let me start with Mr. Phil Reale.

Aubrey King didn't mention it in his oral statement but in his written testimony, he does state that West Virginia is still at the bottom of the barrel for tourism generated expenditures. You made reference in your own remarks as to the fact that we're not ranked where we should be. I know that in the last several years, promotion has been severely cut for budgetary reason, and I know that the Governor has had to take some very drastic steps with respect to revenues. Those of us interested in tourism also know that tourism does not grow unless you are in a position to be able to promote it. I would be interested in what the Governor's plans are for promoting the State of West Virginia, not only inside the state, but outside to the rest of this country.

Mr. **Reale**. In the days before we took office, one of the things that we considered, among many obviously, was image enhancement for our state, both internally and externally and the need to make our people feel good about the state that they live in and what it has to offer them and their children, as well as how those who live outside our borders perceive our state.

Consequently, we did take measures this year and successfully gained legislation that will allow us to dedicate a portion of the lottery proceeds.

And Charlie Spears, I think, is probably here, our Acting Commerce Director at this point in time at the State Park System. I think he's extremely pleased with the amount of his budget for this coming year in terms of being able to do some image enhancement things, not only promotional but in the way of capital improvements to our parks and other recreational facilities.

But embraced within that though is at least a million dollars from our lottery revenues for promotional activities. Advertising, per se, in addition to what other programs exist in Commerce.

We also hope to enlist private monies and create that network. The skiing industry has done it fairly well and we have partnered up with them on "1-800-SKI-WESTVA" or whatever the number is.

We hope to be able to bring the white water rafting groups into a similar kind of compact, but those are things that are on the horizon.

Again, I think that addresses that question, I hope. Aubrey also mentioned the need to enhance education and I think that we're all in the room aware that that is an extremely high priority, if not the highest priority, of our administration and people like Jerry Beasley at Concord College make that a lot easier to accomplish. They have their hospitality service training and education there, but throughout the state, there are some food serve management courses that are being developed. There are some recreation programs, educational programs being developed and, of course, forestry at West Virginia University and the place that I'm from in Glenville.

We are hoping to enhance the ability of trained employees through the development of two year certification programs through vocational education to staff our recreational facilities.

I hope that addresses your question. I'll beg off until the next one.

Senator ROCKEFELLER. Derrick and Aubrey, there were about thirty two million people from other countries who came to this country as tourists last year? Approximately?

Phil, we have from the part of the country that Randy Worls comes from, up in Wheeling, a fifty thousand megawatt radio station. It goes all the way to Canada and it goes to Germany on a clear night. And, as a result of that radio station's strength, you are seeing enormous numbers of Canadians who are coming to Oglebay Park. I have been increasingly struck by the numbers of people from other countries who I see in this state, at our state parks and recreational facilities. That international factor is important.

Now there are some in West Virginia who don't like to think of us as being part of a world. You know, they think that, "Well, America is for Americans and let other people take their own course." I would be interested in your own sense of what folks from overseas, from England, from France, from Japan, from Australia, from various places, can mean in terms of tourism, recreation and dollars here in West Virginia.

Mr. REALE. Well, again, we think it's critical and I mentioned in the testimony that we need to generate a more concentrated, more calculated and orchestrated effort to attract the Canadian traveler moving north and south, as well as we do other international travelers. And that is something that the current administration is going to undertake.

We have already commenced a preliminary meeting to determine how best to market our state in that arena. Obviously, that is something that costs a significant amount of money. But, hopefully if there is developed a national program in that respect then we could market as part of that in addition to what we will do individually.

Senator ROCKEFELLER. And, if I could interrupt, one of the things that the U.S. Travel and Tourism Administration (USTRA) is doing is helping West Virginia tourism. You already know this, but I just want to explain USTTA's regional approach to tourism. We in West Virginia are part of something called the George Washington Country that includes Virginia, D.C., Delaware, Maryland, Pennsylvania and West Virginia. Let's say you are an English or German family and you want to spend a week traveling in the Eastern part of the United States, you don't know anything about Hawk's Nest, Oglebay, the Shenendoah River or whatever. But, you go to your travel agent to buy a travel package. Obviously, you're going to stop in D.C. and go and see the Washington Monument and the Smithsonian, the White House and things of that sort. So, that's two-three days. And then maybe you head down to something that you've heard of, let's say Williamsburg. You may also go visit Pennsylvania.

But West Virginia, you see, is now included in that loop. Due to USTTA's regional approach, West Virginia is more likely to get on the shelf of that agent in Bonn, Germany or Tokyo, Japan or Melbourne, Australia. It becomes part of a tour package. It's on the shelf. It's in the package, so that when that family buys that package in Melbourne, Australia, that family is coming to West Virginia. They're coming to tour our state and that's why this business of government and private sector cooperation is so really, really important.

Mr. **Reale**. I wouldn't want to steal any of Charlie's thunder, but he and his staff along with the Governor, hosted a reception or a luncheon I should say in Charlotte, North Carolina this past Friday and you're probably aware of that, which was attended by about fourteen hundred, I am told, motor coach travel organizations that put together the packages that you speak of, in a given region of the country. I think it was very favorably received and many of them were not aware, of course, of what we had to offer here and as an outgrowth of that, hopefully more people will become aware and we will be included in packages here domestically. And, then I think that we need to concentrate on an increased effort to work with the national agency.

Senator **Rockefeller**. Phil, you don't have to respond now, but would you, working with people in the administration, let me know how we in Washington can be helpful to recreation and tourism in West Virginia?

Mr. **Reale**. Absolutely.

Senator **Rockefeller**. We clearly want to be helpful. We don't have a lot of resources, but we've clearly got a lot of energy. Tourism and recreation has just become an explosive thing.

Derrick, could you expand a little bit on this? I am told that in Japan, for example, eighty five percent of all young couples who get married honeymoon overseas. Fairly incredible. It shows that they are doing well economically or else they don't have enough of their own places to visit.

Could you help me understand the potential of the foreign visitor in terms of money and jobs for states like West Virginia?

Mr. **Crandall**. I hesitate to share any specific numbers. Perhaps Aubrey can do that better. But, I can just tell you about our anecdotal experiences and perhaps just briefly talk about some surveys that have been done for the U.S. Travel and Tourism Administration over the last five years.

They have indicated a real hunger, both on the part of the Asiatic market and the European market, among those who have come here to see our cities, to come back and see what lies between our two coasts.

We're finding a tremendous upsurge in interest in renting cars, in renting RV's, in going out and camping and otherwise touring this country to find out what's so different about the United States as compared to virtually any other nation.

That's particularly true as we look at a country like Japan. It simply is not possible to do the kinds of things that are part of our lifestyle here in the United States, in Japan. It is such a small national geographically, so limited in terms of public land and public recreation facilities.

They are attempting to get at that problem and there is a major investment in infrastructure over there right now in parks and recreational facilities in Japan. But, they are starting from a position, a deficit that is so extreme, that it's not hard for us to understand why it is that when you tour the Grand Canyon, for example, during the peak months of the Japanese tourism travel. Americans are a minority on the rim of the Grand Canyon. Or why, in fact, the beaches in Hawaii or major parts of the Western area are heavily impacted in a positive way by the tourists coming from, particularly, Japan.

I would say that there are some real attractions. We are a young country. We are still looked upon by many peoples of this world like Japan and like the Europeans, as being just semi-civilized and I think the wild parts of this country, including West Virginia, are something that we can merchandise very successfully.

Senator ROCKEFELLER. On the subject of scenic byways, Derrick, that Commission on American Outdoors that you mentioned, was the Commission responsible for the genesis of the scenic byways idea? Did the Commission revitalize that idea?

Mr. CRANDALL. I think we can claim some credit for bringing that once again into the public spotlight. However, as I think you know so well, the concept of pleasure driving and scenic byways has been around for many, many years.

Senator ROCKEFELLER. Could you outline for me what you see, when you envision a scenic byways system in a 1991 highway bill, nationally, and then also bring it down to West Virginia, what is it that you're thinking of? What is it you see happening?

Mr. CRANDALL. We see at least two different kinds of highways being involved in a national scenic byways system. First, we see an expansion of the kind of nationally recognized corridor like the Blue Ridge Parkway.

An example might be former Governor Schwinden of Montana is now hard at work to make a reality of something he calls the Trail of the Great Bear, the grizzly bear. He envisions a road that would lead the tourist from Calgary down through Glacier National Park into Missoula down through Yellowstone National Park into Jackson Hole. What that would do would be to create a new reason for people to fly to that area and spend a week or two weeks exploring that wonderful part of our Nation.

You have the potential in West Virginia to do that. Everytime I look at a map and see how many people go down the Blue Ridge Parkway, which is about twenty five million visitors a year, I think about——

Senator ROCKEFELLER. Isn't that the most traveled in the country?

Mr. CRANDALL. It is. It is.

Ms. BAKER. I think the George Washington Parkway is more traveled.

Mr. CRANDALL. Well that's—well, we won't talk about the George Washington because there is a certain amount of commuter traffic on that and I'm one of the guilty culprits.

But, I think of how those people driving down or driving up the Blue Ridge Parkway have to get back to wherever they came from. Why can't they be diverted here and come up the New River Parkway for example? Why can't they experience what you've talked about in terms of coalways?

The opportunity is there. We have this major travel pattern that we simply need to take better advantage.

The other kind of highway that we see part of the scenic byway system would be basically a segment of the four million miles of roads that are administered by state and local governments at this point. We see a large number of corridors that already qualify from a scenery standpoint that offer the recreational and cultural advantages to passengers, to travelers on those routes.

What we need to do is be sure that the Federal Highway Trust Fund, the federal aid to the state and to the county highway programs is adequate to put in those amenities that make those roads so valuable to the travelers.

Senator ROCKEFELLER. And what are some of those amenities?

Mr. CRANDALL. Some of those would be turn-outs, pull-offs, at particularly scenic spots so people could just look at the beauty as they come over a mountain pass, for example.

What we often see right now is that because of the topography, it becomes most difficult to pull off exactly where the site is most beautiful. It's at a bridge or at a crossing over a mountain, that the road is constricted and so, therefore it's just not possible for people to safely pull off the traveled way.

We're looking at additional picnic areas and additional interpretative key-offs to tell the cultural and geological history of the area.

Senator ROCKEFELLER. So you really are not talking big money. You're not talking about highway construction. You're talking about pull-offs, picnic areas, signing, historical markers, things of that sort.

Mr. CRANDALL. Perhaps passing lanes in certain hilly areas where it is necessary to have both commercial and recreational travel at the same point to facilitate the flow of traffic.

Senator ROCKEFELLER. Is it a law, an economic law, so to speak, or a free enterprise law, that where you have traffic flow enhanced, that local restaurants, motels, bed and breakfasts will follow?

Mr. CRANDALL. I think the proof is already evident as well look across this country, as we see the well known scenic byways in existence. We have case studies readily available and your bill would cause those case studies to be even better understood about what the economic miracle can be of attracting people who want to go slower, who want to stop and buy the artifacts and enjoy the cuisine that are native to the area.

Senator ROCKEFELLER. I think when we were in Washington, you indicated that there was no age difference. This is not people over fifty out driving, but I think you said that it was spread among all ages equally.

Mr. CRANDALL. It is. It is extremely popular.

Senator ROCKEFELLER. That interests me because that doesn't sound likely to me. In other words, if I'm thinking of somebody in their twenties or their thirties, I'm thinking they're in a hurry to get from here to there as opposed to leisurely wandering on scenic byways. But, I'm wrong.

Mr. CRANDALL. But certainly, Senator, you understand that this is a very romantic location, too, to come to, so even people in their twenties and thirties would perhaps be attracted to driving this road and ending up——

Senator **Rockefeller**. Those kinds of turn outs, huh? I see.

Mr. **Crandall**. I would note though, as America ages, as the population on average becomes older, I think we will find an increase in pleasure driving proportionate to other kinds of more active recreational experiences. It's just a factor that mobility is impaired in a larger percentage of the more senior American population. Yet, they still can drive and experience the wonders culturally and naturally of an area like this.

Senator **Rockefeller**. Aubrey, let me ask you a question. You mentioned the need for more skilled training of manpower. That's now happening at Concord College. And, it may be happening in other places in West Virginia. Where have you seen that done most effectively and what is the result of it in terms of that state's tourism activities? What kind of professionalism does it bring?

Mr. **King**. I think you must construe professionalism broadly when you consider travel and tourism. It is first and foremost an industry that's dominated by small businesses. You have a great many mom and pop operations, whether restaurants, motels, inns, bed and breakfasts, tour operations and others. You know, certainly there's a great need, I think for anything that promotes the kind of entrepreneurial spirit and skills that are called for there.

I think that in terms of the staffing needs of a variety of facilities, probably the best examples that we have in this country are at the college and university levels where there are a number; in fact I was amazed to hear the figure that, I think there's something like a hundred and fifty or so, college and university programs in the hospitality field. Some of the most noted are at Cornell, Michigan State, Penn State, and Florida State, with a number of others around the country.

I think, though, that West Virginia probably has an opportunity to really break ahead in a significant way. I do not know of a state in which there has been a comprehensive approach to the development of travel and tourism that would coordinate a training program with the state's marketing and promotional efforts, the development of its state parks and where manpower could be brought on stream in anticipation of these opportunities coming along. There is really—again I know of no state that has successfully done that sort of thing.

Senator **Rockefeller**. In your written testimony, you talked about the need to target specific areas within close proximity to West Virginia. You say that it's important not to try to do too much.

Mr. **King**. I think that was really more in the context of marketing.

Senator **Rockefeller**. Marketing as a whole. Can you explain what you mean by that? By how you would target and how, for example, you would target within West Virginia and what you really mean by that and why that is strategically important?

Mr. **King**. I think in targeting in two respects. One would be geographically, in terms of where you are going to do your marketing. I think that the opportunities are so abundant for West Virginia in the immediately surrounding area, in Pennsylvania and Ohio and

Virginia, Kentucky and the Washington D.C. area and so forth, that there is no need for the state to consider marketing itself, let's say, in Chicago, in Texas.

Those opportunities might be out there but the fact of the matter is that the state has enormously untapped potential much closer at hand. And I think that it should direct it's market efforts in those directions.

The other form of targeting, I think has to do with playing on the state's strengths. And the state, again, has abundant strengths.

First and foremost, I think, as you have rightly targeted on yourself here at this hearing, are the recreational opportunities in the state. As we are increasingly an urbanized society in so much of the rest of the country, as we increasingly are people that have to fight the commuter race every morning and go to work in crowded cities and so forth, I think so many of us long and hunger for an opportunity to go outside those areas, to explore a part of ourselves that we are not able to tap in our normal workaday world. And I think West Virginia has enormous potential for that, for hiking, white water rafting, horseback riding, a number of things that can be done here to an extent almost unparalleled elsewhere.

Senator ROCKEFELLER. All right. I thank you for that. This is sort of a delicate question, but I think it needs to be asked, because you were born in West Virginia.

We often, it seems to me, feel ourselves victimized by what others say about us and it's been my own view that most of the things that are said about us which we don't like to hear, are said about us inside the state. And it's much more inside the state than outside the state. But every time somebody says something about West Virginia outside the state, we get very, very upset.

Now, you've dealt all over the world in recreation and tourism and you are also a West Virginian. What do you think is the view of people around this country when it comes to visiting, traveling or whatever, of West Virginia?

Mr. KING. I welcome the opportunity to respond to that, but I was anticipating another question that you were going to ask and, if I might, just make a related observation.

I think that West Virginians also are in need of, the term that was used earlier was image enhancement internally as well in this regard. I was reminded—I was down in McDowell County just about a year ago, you might recall, when you had your town meeting concerning the coalways project, which I think is a commendable effort and one that I hope is carried through to fruition.

I know I was struck in talking to some of my friends and relatives there at that time by the reaction that, "Gee, why would anybody ever want to come and visit a coal camp or a coal mine or something along that line?" I think we all in West Virginia, and we're certainly not unique in this regard, we have become so accustomed to what is around us all the time that we fail to realize the fascination, the appeal of those aspects of our lives to others. And maybe this is a way of answering more directly the question you have asked.

I have found in my own personal experiences that being from West Virginia is almost a source of curiosity when it has come up in conversation because there's not a lot known outside the state about it. It's connection with coal mining is perhaps the best known feature of it. There is a great deal of simple ignorance, though. People don't know about a Hawk's Nest. People don't know about a Pipe Stem State Park. People don't know about the New River Gorge.

And, I think that West Virginia does not proceed from a disadvantageous position in this regard. It has a blank slate on which to write, with regard to the outside world and the outside community. Again, I am pleased to hear the testimony earlier that the states seems to be committed now to promoting and marketing itself to an extent that has not occurred in recent years.

Senator ROCKEFELLER. Okay. That's very helpful and I think also very important, because frankly I get sick and tired of hearing people complaining about what they think others are saying about West Virginia. And frankly, when I'm outside the state, conversation is usually pretty good. It might refer to the Greenbriar a few times more in the business crowd than would be proportionate to people in general. But I agree with you. People just don't know that much about this state. And I think that's partly up to us to change. I've found that as people get to know our state the first thing they always say is that the people are unbelievably hardworking, there's a great work ethic, and it's a very safe place to bring up children. But most people just don't know that much about it, except as you say, they know about coal mining and really the rest is up to us in our state to change.

Mr. KING. There's also probably an ancillary benefit which may in the long run be the greatest of all from travel and tourism. And I think it results from simply acquainting people on a direct personal basis with the state. I think it does have exactly those positive features that you have been talking about here. And I think that as more people are exposed to that, it may not just be a matter of attracting tourists, you may find that you attract a few factories, a few businesses, a few people who want to come and live in this kind of environment on a permanent basis and establish their businesses here.

There is another small point I've often had occasion to mention in a variety of contexts: I've been away from the state now for I guess nearly thirty years and in all that time and all the West Virginians I have known, I have met almost none who would not willingly accept an opportunity to return to the state. And I think that, more than anything else, speaks very well for it.

Senator ROCKEFELLER. I agree. Priscilla, one of the interesting facts that comes out of the United States Travel and Tourism Administration is that only eleven percent of the foreign travelers to this country come to engage in activities such as camping, hiking, fishing, et cetera. Now, you may have no interest in this subject whatsoever, but that is interesting.

In other words, they come to monument look. To Golden Gate look. Washington Monument look. This kind of thing.

What do you think we could be doing? The Japanese and the Europeans are ferocious mountain climbers and hikers. They love to do it.

Ms. BAKER. And the Australians are as well.

Senator **Rockefeller**. I don't know anything about that. I've never been to Australia, so I don't know about them.

Ms. **Baker**. Yes, they do what they call "treking". They love to get out and walk and walk, and they use RV's to——

Senator **Rockefeller**. They love to treck? Well, what can we do about this eleven percent figure?

Ms. **Baker**. I think it's a question of promotion, sir. What Aubrey said about West Virginia's need to have more visibility in the rest of the world is true. It has to get it's name known better than now. The same is true with certain parks. We have to get news of these opportunities out to the traveling public wherever that public may be.

We have an enormous amount of work to do that remains undone.

Senator **Rockefeller**. How big of a budget do you have for promotion?

Ms. **Baker**. None.

Senator **Rockefeller**. I guess that's not a large budget is it?

Ms. **Baker**. That's about as low as it can get.

Senator **Rockefeller**. Yes.

Ms. **Baker**. No, I don't have a budget.

Senator **Rockefeller**. That's interesting in and of itself, isn't it?

Ms. **Baker**. Well, there aren't many Federal agencies that can make that claim, Senator. I take a fair amount of pride in being able to accomplish a good deal without budgets. I do a fair amount of begging, borrowing and stealing. We serve a catalytic role in the National Park Service in bringing together experts in travel, marketing, and communications to help small communities and small businesses know how to market themselves better and get involved in the marketing mix.

I will say that the time probably has come when we must request some funds for more work. There is so much more to be done and the demands upon us are so great at this point.

Senator **Rockefeller**. This will be a direct question and you forgive me for it. The National Park Service something like three hundred and sixty three National Parks?

Ms. **Baker**. The number changes practically daily. Right now we're using three fifty four.

Senator **Rockefeller**. Three fifty four, okay. In West Virginia, we have Harper's Ferry. We have the New River Gorge National River. We now have some new——

Ms. **Baker**. Newly authorized.

Senator **Rockefeller**. Newly authorized rivers. And so obviously we'd like to do better that way.

But when Nick Rahall and I were pushing the Rivers Bill last year—making the Blue Stone, the Gauley and the Meadow either national recreational areas or scenic, depending on the river—the administration automatically opposed it. And I found that there was a pattern. Now that I'm back on the Energy and Natural Resources Committee with the National Park Service in our jurisdiction, I find the opposition is still there. The administration—perhaps because of budget constraints or Gramm-Rudman automatically opposing anything new in the way of national parks or the acquisition of new areas. And I don't say that critically, although of course I do, but I don't mean it that way.

I wondered if you think that there will be a change within the Bush administration on that policy or whether the same types of budget constraints will rule?

Ms. **Baker**. We've had a history of off again/on again proposals for new national park areas. Generally speaking, it's true that when we have discouraged the establishment of new national park areas, it is because we have not had time fully to study an area that has been proposed for this system.

We go through a procedure in the National Park Service wherein a very detailed study is made of any area that is proposed for inclusion. We prefer to do that so that we know exactly what the resource is and what the potential is in that area for protecting an important resource and/or developing a new recreation area or protecting a historic resource, as the case may be. It happens fairly frequently that areas will be proposed without the proper study. In that case, yes, we do discourage these issues.

Some of the parks that have been proposed for the system, and still have not been added to the system, of course, have been being studied for as much as thirty years and when that happens it is usually not that we don't want the park to be included in this system, but because local interests have not been enthusiastic about the establishment of a park.

Senator **Rockefeller**. But if local interests are enthusiastic and if the proper studies have been done, you're saying that the Bush Administration would not be hostile to the concept of new national park areas?

Ms. **Baker**. I would not think so. The President has been very supportive of our efforts in all regards, and I think the Administration policy is becoming clear that the President understands the importance of the protection of new areas so that the public in future years may have sufficient places to enjoy the out-of-doors.

Senator **Rockefeller**. One of the things I'm thinking of as I'm asking this question is a quite remarkable area in another part of our state called the Stonewall Jackson Dam. Stonewall Jackson Lake is what it's going to be if we ever get any rain in West Virginia.

And so, I'm encouraged by your answer. I'm encouraged by your answer.

In fact, I think with an eye on the clock, we've got to go to our second panel.

I would thank all of you very, very much for coming. It's not a short drive and I understand that. I'm really glad you came and helped us so much.

First of all, I'd like everybody to take off their coats. It's getting hot in here.

Our second panel will include Randy Worls who is legendary in West Virginia and directs a municipal park. It has to be the most successful municipal park anywhere in the nation, probably the world. Also on the second panel are Jon Dragon, President of Wildwater Expeditions Unlimited, Mr. Frank Taylor, President of Frank's Mountain and River Tours, and Leff Moore, the Executive Director of the West Virginia Recreational Vehicles Association.

Gentlemen, we are delighted to have you here and Randy Worls, we'll start with you.

STATEMENT OF RANDY WORLS, GENERAL MANAGER, OGLEBAY PARK, WHEELING, WV

Mr. Worls. First of all, Senator, thank you very much for the opportunity to be here. It's not often I get a chance to thank you in public for all the things that you've done for tourism in West Virginia and in particular——

Senator Rockefeller. Don't be bashful.

Mr. Worls. When the Senator was the Governor, he saw fit to send a lot of money to the northern part of the state and Oglebay was the recipient of many dollars and we appreciate that very much.

We said we're not going to dwell on the negatives and of course, we're not. And, tourism is certainly one of West Virginia's assets. In the northern part of West Virginia, we have had some problems with traditional industry—coal, steel and glass. But, tourism is really moving in and taking a big chunk of our defaults up there and turning them into real assets and we are pleased to play a substantial part in this.

Oglebay is sort of unique in that it is part of the Wheeling Park System and it is the only totally self-sustaining public park system in the United States. It has a budget of fourteen million dollars a year. It employs about nine hundred and fifty people. It generates through the use of tourism. I might say this. From the inception of the system in 1925——

Senator Rockefeller. Can I interrupt you? It's a fascinating thing. I never realized it was fourteen million dollars. When I was President of West Virginia Wesleyan College, our budget in 1973-74 was six million dollars. It's a large college. We had a thousand eight hundred students, many, many buildings. And you're talking about a fourteen million dollar budget with an enormous physical plant. How many people are working there?

Mr. Worls. There's nine hundred and fifty people.

Senator Rockefeller. Nine hundred and fifty people working. I mean, this is what we're talking about, right?

Mr. Worls. Physical plant that would probably cost somewhere between eighty and ninety million dollars to replace. Last year, the direct impact on retail sales in Northern West Virginia because of Oglebay was about seventy five million dollars and, of course, there are several millions of dollars sent to the state each year as a result of the spin-off of sales taxes and so on.

Oglebay is the largest single tourist attraction in West Virginia, last year attracting about three and a half million people. One of the unique things is that we now have a festival called "The Festival of Lights", "The Winter Festival of Lights". It starts in mid November and goes until the first week in February and last year it attracted one million fifty thousand people and it is now the largest single lights attraction show in the United States. That's mainly thanks to Jim and Tammy Baker whose demise put the Heritage Village out of business in the last couple of years. They were at one time the largest attractor, so we have now stepped in.

The one millionth visitor to our show was from Monongahela, Pennsylvania, and showing our regional aspect. We sort of serve as the northern gateway to West Virginia and we have a unique marketplace of drawing a hundred and fifty mile radius within three hours, and we look at eight and a half million people. So, Jon Dragan gets, you know, we try to shove them down into the middle of the state, being the northern gateway. So, we do feel that some of the state monies that have been spent there, that make some of these things possible have been well spent.

You mentioned international aspects. Yes, the Wheeling area, because of WWVA and Saturday Night Jamboree does attract about sixty thousand Canadian visitors each year, which is about sixty percent of the total Canadian visitors that come to Wheeling because of WWVA. But, again, we hope to be a distribution point and send these people throughout the rest of the state.

There are many aspects of tourism that are important. First of all, it's just not minimum wages jobs. And I want to point out that the aspect of tourism creates a certain quality of life element in a community because tourism is a variety of things. In Wheeling, it is a symphony orchestra. It is a country western show. It is a dog track. It's Oglebay as a great multifacilities attraction. And, as a result of that, we are now attracting industry.

Wheeling was chosen as one of the seven National NASA Informational Centers. It appears if everything falls into place, there could be fifty million dollars spent there in the next three or four years at Wheeling College. I think the quality of life in the community brought on by the tourist trade is going to have a lot to do with that.

Presently, there is a great effort being put together to build an artisan center that could attract several hundreds of thousands of people a year. It would all be private investment and we are now through the Wheeling 2000 Plan. Harry Hammonds, the Editor of the Wheeling News Register has created plan called Wheeling 2000 and it is building on the heritage and strengths of tourism of Wheeling pointing to the year 2000, it involves commercial development, industrial development, education, health and it is a comprehensive plan with tourism as a base. And, so we look at that as having a major economic impact on the Wheeling area.

We are going to become more aggressive in marketing. We talked about marketing and we are going into the international trade. With the influence and the efforts that you had on behalf of Wheeling Steel in setting up a United States/Japanese joint venture just north of Wheeling, we are going into the Japanese and——

Senator **Rockefeller**. How?

Mr. **Worls**. We're recruiting through the company, bringing in golf packages. Of course, the Japanese love golf. And we are slowly tapping into that market through the resources and help of——

Senator **Rockefeller**. Explain that part carefully. This is the first time I've ever heard somebody in tourism in West Virginia talk about the Japanese or others of their impact on tourism to our state. Can you discuss that in more detail, Randy?

Mr. **Worls**. The Corporation is a large steel corporation, of course, with plants throughout the world literally. But for instance, they took a great deal of time photographing the area, sending the photographs and producing a corporate magazine. And, of course, they have several hundreds of thousands of employees that they access either through their direct access or the subsidiary organizations that they serve. So we are starting to get a show of Japanese visitors.

When the National Park Service, David Wright, who is the Planning Director or was the Planning Director, now is at Harper's Ferry, brought a group of Japanese through, we set up some inquiries through Japan Airlines and we are slowly starting to develop this. And we think that this is going to bring a lot of business. Because you are right. People do travel in Japan. It is almost a national heritage to travel. When they get married, go out of the country. And, we think that we can pull them in because we have an international airport in less than an hour from Wheeling, and that's Pittsburgh. So, we do think that the Japanese effort is going to be worthwhile.

I will keep you informed on this because we are just really starting within the last six months on this, but we think it is going to be very productive and hopefully, the spin-off for the rest of the state will be there.

Senator ROCKEFELLER. Thank you very much, Randy. Jon, we go to you.

STATEMENT OF JON DRAGAN, PRESIDENT, WILDWATER EXPEDITIONS UNLIMITED, INC., THURMOND, WV

Mr. DRAGAN. Thank you. My name is Jon Dragan and I live in Thurmond, West Virginia and I'd like to thank you for asking me to be part of this hearing.

Senator ROCKEFELLER. Both Jon and Randy are part of the Council that advises me on my Senate tourism work, so I thought I'd point that out.

Mr. DRAGAN. I appreciate that. I might also mention that I had the opportunity to visit Randy's place this past winter and if you haven't had a chance to be up there yet and sample the 'Wheeling Feeling', you've got to do it. You've got to do it. In fact, I think——

Senator ROCKEFELLER. That's because he said something nice about you, right Jon?

Mr. DRAGAN. Well, I had to return the compliment but for those people who have been up to the Festival of Lights, the 'Wheeling Feeling' is not only the camaraderie shared up there, but they also now put it in the bottle.

As I said, my name is Jon Dragan and I'm probably one of the founders of the white water rafting industry in the State of West Virginia. Some people have said that I'm the grandfather of this industry. I don't know if that's true or not, but that's what some people say.

We looked at the Mighty New River in 1968 with a gentleman by the name of Bill Bickerman and John Sweet, whom Sweet Falls is named after on the Golley River and those people who are into the white water rafting trade, you will see their names from time to time. And we looked with them at the river, probably putting in somewhere around Thurmond, which is our headquarters now, and took out somewhere around the Fed Station Bridge down here and after running the river, we thought it would be a great place for people to come and visit in hard boats and kayakers, but not really rubber rafts because people just weren't that adventurous.

Needless to say, as time went on, people became more and more adventurous and, as a result, we started rafting on New River.

The conceptual idea of the first commercial raft trip that we operated in the summer of 1968 was an important step for the white water rafting industry, for up to this time, most people did the New River either in hard boats, but very, very few of them in rubber rafts.

The commercial rafting industry has grown from two hundred people at first season on the New River in 1968 to over two hundred thousand people who raft the state annually here in West Virginia. Not only on the New River, but the Golley, the Cheek, Shenendoah, Greenbriar and also when there's water, on the Bruce down in Taggart Rivers when it does rain in West Virginia.

The white water rafting industry has now grown into a multimillion dollar industry with nearly forty companies and over six hundred employees statewide. It has increased the visibility of West Virginia as has been pointed out by many people before me, not only here in the United States and Canada, but to vacationers all around the world.

The international trade is one that is being sought after very, very much, not only by local tourist people, but also the white water rafting industry has now started to market the overseas trade, not unlike Randy and his people up North.

Rafting companies spend a very substantial portion of their budget promoting the various river trips and the surrounding area. The rafting industry has stimulated economic development through tourism revenue. It has also brought steady support to hotels, motels, restaurant industries that are in close proximity of the various rivers.

In the local areas, it necessitated the building of over five hundred lodging rooms where less than five years ago, a hundred existed. The white water industry has stimulated the development of new businesses to handle the increase in visitation and to handle the needs of the rafting public. It has promoted growth, not only in the labor market but also to supply the river companies themselves but also to handle increased labor demands for the people who serve the white water rafting industry.

The rafting companies have brought an increase to the tax base for several counties throughout the state. The industry has greatly increased the media coverage.

Everybody wants to know where the white water is running the best, and the press and the t.v. are always eager to seek that out and it's not without a week that goes by that somebody doesn't call and say, "Hey, how is this running, how is that running?" And so, as a result, the press and t.v. are always seeking from the white water rafting industry what's happening.

With the development of new ideas, new rivers, not only New River, but the surrounding rivers, and also new products on the various rivers, the white water rafting industry does keep the attention on West Virginia and it's participatory rafting trips.

One of the ancillary benefits of the white water rafting industry is that all the guides in the area are trained in river rescue operations and have been called upon numerous times to assist local fire departments and rescue squads as well as the National Park Service and assisted them in several of their rescues here on the New River and other related rivers.

In addition to their river skills, very important, the guides imparting their knowledge has heightened the interest of local heritage and history of the various areas that surround the river. And this has brought many, many people to the area to see the various areas that the guides have talked about. In fact, in the last issue of "Wonderful West Virginia", there was an article about some of the ghost towns here. And it's brought numerous response, not only to our companies but also to other river running companies who want to know if they can see that type of ghost town from the river. So, there are many ancillary benefits.

One of the things you asked in your letter was, "What can state and local federal government do?", and you know from previous meetings if you ask, I generally tell you. So, probably the most important thing that the state and particularly the federal government can do is to get the traveling public to spend more time in West Virginia. What we need is to help promote packaging and promotion of the state. Okay? To get people to stay here.

The white water rafting industry has brought them here. One of the biggest problems we all have is that they're coming in for the day, they may be spending the night, but they're on their way back out. What we need to do is to increase the length of time that we want people to stay here. And, obviously, everything else would just follow in place.

So, I would think from my opinion is that we need to do something to attract a visitor to stay here in addition to taking a white water raft trip or any of its benefits.

Senator **Rockefeller**. Thank you. Thank you very much. Mr. Taylor.

STATEMENT OF FRANK TAYLOR, PRESIDENT, FRANK'S MOUNTAIN AND RIVER TOURS, SOUTH CHARLESTON, WV

Mr. **Taylor**. I'm Frank Taylor. I'm President of Frank's Mountain and River Tours and until just recently also a General Manager of Ramada Inn in South Charleston.

I have been involved in the hospitality field for thirty plus years and very honestly, frankly love it.

In reference to West Virginia, I see tourism simply as a rising star on the horizon just waiting to shine brighter. It will shine brighter, I'm sure. I have that faith.

Tourism is a *major industry!* It's one that does not have smokestacks. There's no pollution. It doesn't require expenditures locally for additional schools. It brings greenback dollars into our state and keeps West Virginia green. And I don't think too many people in this room will object to that theory or that idea.

West Virginia is unique. Prior to coming here, I was in Alabama and I came here in 1976 and immediately started pursuing the tour market, the motorcoach market, the route tours, but I started pursuing it simply as an overnight stop.

After a few years of people, number one thank goodness I was very successful in getting them to stop at the Ramada, and after a few years of their stopping and simply spending one night and saying, "Gosh, West Virginia is so beautiful. We had no idea." And they're on their way to Nashville. I said, "Why not?" So, in 1984, I put together packages. I started with the first package, a five day, four night package. I was interested this morning in comments about Route 60.

I have a group—I beg your pardon—as I said, I am former Manager of the Ramada. It's hard to say, but they have a group coming in this evening from Charleston, South Carolina. This will be the third trip they've made. There are forty people that will be in South Charleston and West Virginia strictly because of my package. Because it was put together, they are coming here instead of going to Nashville or Williamsburg or New York or Niagara.

When I sold that package, and since then it's been very successful, I have managed to put a new package together every year since, but when I sell that package that person that I'm talking to in there—and I say, number one—I'm not selling neon lights. I'm not selling Nashville. I'm not selling skyscrapers, sorry sir. I'm selling West Virginia off the Interstate, hospitality, good food, fun and beautiful scenery. And, thank goodness, a lot of my good fellow tour operators believe me and as a result, it has been very successful.

The group coming in tonight could just as easily be going somewhere else, but they are coming to West Virginia and West Virginia only because of my package.

If you look at a map, we are beautifully locacted to draw the motorcoach market. Get a map and put your finger on Charleston, West Virginia and go out for five hundred miles and see how many people you can cover. That includes, D.C., Baltimore, Philadelphia, New York, Ontario, Chicago, Ohio, Nashville, on down to Atlanta, the Carolinas, Virginia. Folks, West Virginia is sitting right here in the middle of it all. All we've got to do is get them going.

We are near almost one half of the population of the entire U.S.A. So we're here.

Senator **Rockefeller**. I thought it was within one day's drive of two-thirds. Is it one half?

Mr. **Taylor**. Okay. I will take your word for it, sir.

Senator **Rockefeller**. I think it's two-thirds.

Mr. **Taylor**. Major. A major part. But we have the drawing power. All we have to do is let people know that West Virginia is here.

The senior market is growing every day. People are retiring earlier. As you well know, the plants are giving retirement incentives and when they retire, they are ready to go somewhere. Once again, why not West Virginia?

To increase tourism in West Virginia, number one West Virginia is well known for their skiing and white water rafting. We've just acquired the great beautiful West Virginia Belle, a twelve hundred passenger riverboat in South Charleston, making daily runs from there to Huntington. That in itself is going to help put us on the map tremendously once it's known. The operator has an operation in Iowa on the Mississippi and it has become the top attraction in Iowa. I see that same thing, not perhaps top, but I see it coming right up with white water and skiing as a major attraction for West Virginia. We simply must take advantage of it and let people know we are here and it's here.

We must promote West Virginia as a destination, not an overnight stop to Nashville or Williamsburg or Niagara Falls. We must promote it as a state. Unfortunately, too many people think Richmond is our capitol.

We have an image, you referred to that earlier, not a great one, but yes we do have an image. Of course, once again, what do you believe in the media and what you don't, but last Sunday there was an article in the paper. The State Travel Department received a letter wanting to know where they could come to see the outhouses and how people really lived in West Virginia. Now, that was reported in the newspaper. Did the Travel Department get it? How much? But, we do have an image, not a great one, but we can make it always better.

Now as was referred to earlier, one of the greatest steps that we've done, was sponsoring that luncheon in Charlotte, North Carolina at the National Tour Association. Governor Caperton was there and spoke. Everything was favorable from that luncheon. It let people know that there is a West Virginia and something here to come to see.

We are on our way. It's just a matter of continuing to market it, to let people know that there is a West Virginia and that there is a reason to come. And once they come, they come back.

Our best market for this five day, four night package is Atlanta, Georgia. But what brought it about? The bus drivers tell other group leaders and the group leaders believe the bus drivers and they come on the faith of the bus driver. He drives for them all the time. My best market is the Atlanta area.

We must advertise, public and private. We must attend all the travel shows, the National Tour Association as we did last week, American Bus Association, state travel shows. We can put West Virginia on the map and it's my intention to do everything possible I can to put us on the map.

Thank you.

Senator ROCKEFELLER. Frank, thank you very much.

STATEMENT OF LEFF MOORE, EXECUTIVE DIRECTOR, WEST VIRGINIA RECREATIONAL VEHICLES ASSOCIATION, NITRO, WV

Mr. MOORE. My name is Leff Moore and I'm the executive Director of the West Virginia Recreational Vehicle Association. In that capacity, I represent West Virginia's recreational vehicle dealers, industry manufacturers, component suppliers, campground donors, and recreational facility owners throughout the state as well as the financial organizations who provide credit, banks and others, to West Virginians who purchase recreational vehicles.

The term "RV" includes a wide variety of vehicles used for touring or for other recreational purposes including motor homes, van conversions, camping trailers, motorcycles, snowmobiles and all terrain vehicles. Millions of Americans, Mr. Chairman, own some recreational vehicle of some type and they use it regularly.

In West Virginia, I represent the interest of over one hundred small businesses who market and sell recreational vehicles and their related productions.

In addition, our association represents a hundred and thirty campground owners and camping facilities located throughout our state.

Our entire industry is particularly grateful to you, Mr. Chairman, for your leadership in co-sponsoring Senate 432, the Scenic Byways Study Act of 1989 and I'm here to tell you why today. We appreciate it because it affords the recreational vehicle industry an opportunity, and the owners of those vehicles, an opportunity that is denied to them today.

Travel and tourism contribute three hundred and thirteen billion dollars annually to the nation's economy and many of those billions of dollars are traveling through our state on the Interstate system that has been recently completed.

In addition to those hundreds of miles of interstate, those dollars are also coursing through the major arteries of West Virginia on the Appalachian Corridor System which, with your help Mr. Chairman, has been developed and is continuing to be developed throughout the state.

The major arteries are the lifegiving economic blood of tourism dollars that freely travel through these arteries in the form of recreational travel and recreational vehicle travel. Billions of recreational vehicle owners annually take to the highways and pursue to travel, tourism, camping, recreation, sightseeing and just plain old relaxation. Our industry knows that the major arteries transversing through West Virginia are utilized by RV'ers, traveling from St. Louis, Chicago, Indianapolis and the midwestern cities, to Williamsburg, Virginia Beach and Washington, D.C. Travelers from Cleveland, Pittsburgh and Canada pass through our beautiful mountain state to seek recreation in Myrtle Beach and other attractions in the Southeast. Likewise, New Englanders traveling south go through the Eastern Panhandle on Interstate 81. These travelers, with their millions of dollars spent annually, they often stop only in West Virginia for perhaps a tank of gas or a fast food hamburger and in many cases, continue their recreational vehicle trip to another area.

Our Interstate System has brought economic lifegiving dollar producing, job producing, lifeblood coursing through West Virginia. Now, under your leadership and with the assistance of the Federal Highway Trust Fund, West Virginia is prepared to develop a scenic highway system that will bring this economic job reducing lifeblood to the rural, scenic, beautiful byways of our state.

The development of the Scenic Highway System benefits West Virginia and it is a major step to insure that we have the benefit of the economic tourism and travel by recreational vehicle owners that's now traveling up and down our interstates in our major arteries. We need that travel through our scenic byways and through the full body, if you will, West Virginia.

Scenic highways development through West Virginia will mean that these millions of tourists and the recreational vehicle owners who are now traveling through West Virginia will, by using the developed byway system, be encouraged to explore the beautiful mountain state best providing access to West Virginia's beautiful mountain vistas, gorges, historical attractions, wild and scenic regions and other natural wonders of which we are all so very proud.

Mr. Chairman, on behalf of the West Virginians who own and operate sales and service recreational vehicles or provide other services to the recreational vehicle industry, we believe that the Scenic Byways Study Act of 1989 is a real opportunity for West Virginia and your support of that legislation and sponsorship of that legislation is a great hope for our tourism industry in our state. We want to congratulate you for your efforts on our behalf and offer you our assistance in any way we can. And, we want the record to show that West Virginia's recreational vehicle industry is strongly in support of your legislation.

Senator ROCKEFELLER. Thank you Leff Moore, very much. And let me just start right out with you because if you think about it, a recreational vehicle is the world's greatest captive audience, isn't it?

Mr. MOORE. It sure is.

Senator ROCKEFELLER. I mean that's a family. It's a couple. It's some friends who are going somewhere for pure pleasure.

Now, we're getting into scenic byways and what we want to do is to lure people off of those interstates on to the scenic byways, but isn't that a hard thing to do? In other words, if a person in a recreational vehicle starts out in Erie or Pittsburgh, Pennsylvania, are they really adjustable in their schedule on the road? Haven't they already made a commitment or bought an overnight reservation in Myrtle Beach or somewhere else? And how do we get them, people who are really the most captive of all audiences, to change their habits and let's say, stay over in West Virginia or get on to those scenic byways? Because that would seem to me to be quite a difficult thing. Going along 65 with their minds set on, let's say, Myrtle Beach and you want to get them off onto a scenic highway. Now, how do we do that?

Mr. MOORE. I think, first of all, I think with our studies, and nationally, have indicated that the recreational vehicle traveler is not in a hurry. While he may have a destination in mind, and he may end up ultimately at the beach someday, he in many cases will spend as much as thirty days on the highways and is looking for opportunities.

The recreational vehicle in itself, in many cases, is a unique—like Mr. Taylor's bus—it's not the same size as many of our passenger cars.

I'd like to share a story with you, Senator. In a travel and tourism conference in Columbus, Ohio recently, there was a couple who was affiliated with the Good Sam Club. You know, those are campers who have these travel trailers and enjoy camping and I was talking with those three gentlemen and they travel together a lot because they're sort of buddies. And their families travel together a lot. We were talking about West Virginia and they said, "You know, I wish you'd get some better food at the Glass House on the turnpike because, you know, that's the only place we feel safe in stopping because they've got a big parking area and we don't want to pull off, the three of us, with our travel trailers because we are not sure that we're going to have a place where we can even get off the road and not take up somebody's whole parking area and inconvenience everyone else. So, we just stop at The Glass House on our way through West Virginia because they've got a big parking lot." That tells me a big story. It tells the recreational vehicle industry a big story.

People want to know that when they get on the scenic byway that that byway has been prepared for their kind of travel and that the pull-offs are available and that the pull-throughs and the overlooks and that when they take their recreational vehicle down to see a scenic area in West Virginia, that there's an adequate place to turn around and that they're not going to have to back a mile and a half out a road with an oversized vehicle. These people are—we're talking about 2.1 million of these vehicles on the road today.

Senator ROCKEFELLER. Is that right? Now how fast is that growing?

Mr. MOORE. That's growing at a phenomenal rate. Just in West Virginia it's growing at the rate of four thousand new vehicles each year just in the travel, trailer and motor home industry and that doesn't count the motorcycles and all the other recreational vehicles that are used for touring.

So consequently, there are millions if not billions of dollars coursing through our highways. And, the scenic byways will put a map in the hand of that recreational vehicle driver and say, "If you follow the scenic byway map through West Virginia, here are the tourist attractions, the roadside attractions." Even, what's interesting to find is that even the recreational vehicle owners in many cases stay at motels and hotels and use the vehicle primarily for comfortable travel rather than for overnight. So, all industries benefit from that travel.

Senator ROCKEFELLER. Frank, is that the same for buses? What is the relationship between the larger vehicle, interstates and scenic byways?

Mr. TAYLOR. Well as you know many of the buses are now one hundred and ten inches and that's a wide bus. But, they do come into West Virginia and they go on the backroads, very carefully, but they go.

Senator ROCKEFELLER. Is there an age pattern for those who buy recreational vehicles, for those who take bus tours? In other words, what age groups are most likely to travel or is it across the board? I'd have to assume with recreation vehicles buyers Leff, that it can't be the twenty year old because of the expense.

Mr. MOORE. Well your assumption is not accurate, Senator.

Senator ROCKEFELLER. Not accurate.

Mr. MOORE. I'm happy to report that young married couples with families on a budget find that camping and touring is probably one of the most economical vacations that a small family with children can take. And one only has to travel to one of the hundred and thirty campgrounds in West Virginia, as I know you and your family have done, and camp overnight with a recreational vehicle. Sometimes, it's a modest one. You know, a tent camper, pull behind, a small automobile. In other cases, it may be a hundred and twenty five thousand dollar Class A motor home, but somewhere between that modest entry level RV and the very deluxe Class A motor home, there's a recreational vehicle in there that fits everybody's budget and lifestyle. So consequently, the young families, middle aged couples and our growing retirement community, also have found—all of those have found the recreational vehicle and are strong potential markets for West Virginia.

Senator ROCKEFELLER. Frank, could you comment on that?

Mr. TAYLOR. Today, I'd say primarily the ages are 55 and up. More and more we are beginning to see families, grandparents and grandchildren. The motor coaches are getting ultramodern. They are a good way to travel and people are discovering that fact. It's a good feeling to make one phone call after you've picked out a tour you're interested in, make one phone call, book it with the tour company and let them worry about where you are going to sleep tonight, have everything arranged for you.

Senator ROCKEFELLER. Well then let me follow that up. When the tour company is making up the trip, how is that done and to the extent that West Virginia is not included in that trip, how could we get it to be part of the package?

Mr. TAYLOR. Okay. To begin with Frank's Mountain and River Tours was formed a couple of years ago. Primarily because of the West Virginia Belle. And we primarily worked on inbound, bringing people into West Virginia for the Belle.

We, too, attend travel shows. We work with tour operators, group leaders. They will call—we have a brochure with some suggestions that include everything from Point Pleasant, as far as we can go in a day and get back to the lodging. Primarily operating out of Huntington and the Charleston area. But, we have a brochure with some suggestions and the operator and/or the group leader, as the case may be, will call in, "We want to book the Belle. Day long cruise. And we'll sell them a New River Day. We don't want to come in and just take the Belle. We want to see West Virginia. So we'll sell them an entire day over here in the New River area. Leave at eight o'clock in the morning and get back about five. We're flexible, but we'll try to keep them in as long as we can.

Now, in the case of my packages, they are all cut and dried. The four night. My new Riverboat, Mountain Topping and Dog Tracking, you can sort of imagine what that might be, going to dog track, mountain topping in the New River area, and I might suggest that I like the New River area, and the day long cruise on the West Virginia Belle.

Once again, nothing is set in stone.

Senator ROCKEFELLER. So all of your packages are all within West Virginia?

Mr. TAYLOR. Right. Right.

Senator ROCKEFELLER. Well I didn't know that. Thank you.

Mr. TAYLOR. Yes, yes, they are in West Virginia.

Senator ROCKEFELLER. I could hear the West Virginia patriotism, but I didn't know that the trips were all within West Virginia. That's great.

Mr. TAYLOR. They come in and unpack and spend four nights and five days and tour West Virginia.

Senator ROCKEFELLER. And they are from Atlanta and from where else are they coming?

Mr. **Taylor**. Oh, Atlanta, Tennessee, Virginia, North Carolina, South Carolina, New York, Ontario, Michigan, Ohio, and Pennsylvania.

Senator **Rockefeller**. So what you're saying Frank is that these people who want to travel aren't generally determined to go to one place or another. You are saying that they will, if they have the confidence in the fellow who is delivering the package, go right along with the itinerary because what they basically want to do is to travel.

Mr. **Taylor**. The tour operator has the confidence in me and the person going on that tour has the confidence in that tour operator and therefore I bring them into West Virginia and send them back home. Period. They don't go anywhere else except to stop along the way.

Now, we are beginning to penetrate the Chicago area. Of course, they have to stop in most cases. They can drive from Chicago in one day but most people will break it up into two days. Stop in Bardstown, Kentucky or Lexington for a horse farm so you can come on in for the next day. But, West Virginia is their destination.

Senator **Rockefeller**. Jon, let me ask you a question. I've heard that there's not an unlimited amount of area for rafting.

Mr. **Dragan**. You mean, as far as new areas or as far as per user day on the river?

Senator **Rockefeller**. No. New areas.

Mr. **Dragan**. Of new areas, there are—river segments are being broken up into offering different packages. Last year, with the low water by way of example, most ninety percent of all river trips here on the New River started at Thurmond and ended under the big bridge. With the low water last year, probably eighty percent of the trips started at Kanard which is about half the way down and ended under the big bridge.

And so all of a sudden here's a new package. There are people making inroads on the Golley River, taking it and taking something that used to be a one or two trip and now breaking it up and offering new experiences.

So, as far as new areas, probably they are limited to very slim and none, would be a good way to put it. But those areas are now being segmentized to offer new products simply because people have been doing it so long. They want something a little different and a little more challenging. We are finding that people who are going rafting are looking for something else to do in the area.

Senator **Rockefeller**. Let me follow up on that. I run into a lot of people in Washington who have been to Dolly Sods and they are therefore, by definition, people who like to hike, who probably are going to spend the night up around there. And some are younger, too. What, in your judgment, could our state be doing? What should we be doing to attract people to the less well known areas of our state? Let's say, for hiking? The Cranberry back country? Or how can we appeal to an audience which is not being addressed at this particular point except by word of mouth?

Mr. **Dragan**. I don't want to steal Frank's thunder, but he's hit the nail on the head. He's been very successful with his bus tours. Everybody, whether it's Frank's company with the buses or

Randy's people with the rafters, or the state or the government, but we need to tell West Virginia and maybe change the image a little bit.

The key today is they want to make one phone call, okay? And they want it laid out for them. What we call no hassle. And they want to make that phone call and they want to go to Dolly Sods. And maybe they want to do a little bit of hiking and maybe they want to go to Cass and then maybe they want to take a raft trip and maybe they want to go down on the Bell. And, once you put that whole circuit into the four days and five nights and whatever fits conveniently to the working public's vacation, that's what we need to tap. And no one person can do it by themselves. Frank and his people have done a very amicable job in doing it, but what we really need to do is to get the state doing it and also any assistance that we can get from the federal government to be advertising the whole state to let people know that West Virginia is here. Okay? And what we have to offer. So many people don't know what's here.

Senator **Rockefeller**. Are you aware as a rafter, for example, of anybody ever mentioning that, "I'm here rafting because I heard about this through the George Washington Country Regional Plan?" If you haven't, just say so.

Mr. **Dragan**. No.

Senator **Rockefeller**. You haven't?

Mr. **Dragan**. No. The majority of—seventy six percent of the people in the industry who take raft trips heard about it from somebody else.

Senator **Rockefeller**. What percentage of your people on the rivers generally are from outside the state, as opposed to inside? Approximately?

Mr. **Dragan**. I can tell you exactly. Less than two percent of our people have a West Virginia Zip Code.

Senator **Rockefeller**. Now say that again.

Mr. **Dragan**. Less than two percent of the people that raft on the river live in West Virginia.

Senator **Rockefeller**. That's absolutely incredible. That startles me. Well now, that's word of mouth with a loud megaphone.

Mr. **Dragan**. But it's still only the people who are interested and that tell people who they're interested in.

What we're seeing is an ever declining market because of the age bracket and generally those who traditionally go rafting. There are spikes on either end of the spectrum, but traditionally it's between the twenty five and forty five. And much younger, yes, you get some and much older you get some. But if you look at the fast gamut of what everybody runs on the river who operates raft trips, whether it's here, or Shenendoah, Cheek, Golley or whatever, it's in that category. And that category is shrinking. I mean, that's the way the U.S. is made up. So, we've got to really get out there and promote the whole state.

And the thing that we find and everybody finds and I'm not speaking only of our company, but we find that they want to do something else, "Hey, I'm coming down. I'm spending, you know, a day driving down there. I'm spending the gas. I'm spending the money. I'm lodging there and it's a great place to visit, but great, we can take a raft trip now. What else can we do?" And that's where I think we need the help.

Senator ROCKEFELLER. So then what do you tell them?

Mr. DRAGAN. Well, like I said in my remarks, what we need to do is to promote more end destination. That's nice for me to sit here and say, but until somebody gets more things for people to do in the area, we are all suffering. No matter who does it, it will work because we will all benefit. And that's why the river people are breaking up the rivers in segments. They are offering short trips, afternoon trips, evening trips. If you want to go for an hour, you want to go for four hours, you want to go for five days. We're trying to offer different experiences. But that's only in our industry. But we also need it in the other people who are involved in tourism in the area, they have got to assist the rafting public but also the traveling public in giving them more to do here through packaging.

And Frank's hit the nail on the head. They trust his bus operators and his reputation and those are both—in his area, he's got it made. What we need to do is get the same thing to the traveling public where they can make one phone call, okay? And get five nights and four days that includes whatever. And it's not going to be done on an individual basis. It's going to have to be done on an industry-wide basis to include everybody. And some are going to win more or less, but in the end we are all going to win. I mean, not everybody who calls this magic number is going to want to take a raft trip or want Frank's bus tours or stay at Randy's place. But, some of each group will. And that's what we need.

Senator ROCKEFELLER. And you're also saying that the people that come to raft aren't necessarily people who are just rafters. Those people could just as well, the next day, be out in a recreational vehicle or a car or a bus on a scenic byway, for example. In other words, they could go from high intensity adventure to a relaxed pursuit.

Mr. DRAGAN. Yes, you got it. Fishing trips are growing. The scenic trips are growing. The adventurous day ten years ago was, you know, if you hadn't rafted in one of the rivers in the state, you know, you were sort of considered a wimp. Okay? Well that day is gone. Now that everybody has done it, more and more people are doing it and we are finding that the people who were, let's say more adventurous in those days, are now bringing their kids. Okay? They are now old enough and they want to do it and they want more of a scenic trip.

By way of example again, when Mrs. Johnson was on the New River, the first time she came it was her and her two daughters and then the next time she came back she brought her grandchildren on the scenic section. So, that's true of the public that we see in the rafting industry that the people are coming back and they want more variety and it's not necessarily those who want all the hair. They're looking to stop and see a little bit of what's here.

Senator ROCKEFELLER. What you've got then is the world's perfect market. You've got people who want to do something and they're just waiting for you to direct them in what they want to do.

Mr. DRAGAN. Put it together for them. Make it easy.

Senator ROCKEFELLER. Yes. Randy, you mentioned packaging and you also mentioned working with a Japanese Airline. How do you think West Virginia can get into this packaging business with airlines like Japan Airlines? How can you reach out to other places in the country, other places in the world, and get to the people who put the packages together? How would you like to be able to do that better?

Mr. WORLS. Well, let's start with the Japanese market. Obviously, that's difficult. But, because of our access to a Japanese/United States joint venture, we have been able to penetrate into that marketplace, but the packaging—what Frank does with his buses—you know Wheeling is becoming a major tour bus destination area. This last year, there were over three thousand buses that came to the track, over twenty five hundred that came to the Festival of Lights and then twelve hundred to Jamboree U.S.A., and that's because of packaging. And that's putting together the reason for these buses to come in. And there's a tremendous marketplace.

In fact, when we were putting together the Festival of Lights, the whole idea came from a fellow by the name of Frank Camaro from Boston, Massachusetts who packaged tour buses and the question was asked—and I believe that it was actually, we got to him through your Governor's Conference on tourism at Oglebay—and he had indicated that you could do anything with tour buses. And so we asked him, "How do you, you know, where do you send your tour buses in December from Boston?" And he said, "Niagara Falls, New York, but not to see the Falls, to see the Festival of Lights", and that's where the idea of the Festival of Lights came to Wheeling.

But packaging is important, putting it together and we're predicting that within five years there's going to be over twelve thousand tour buses a year coming just to Wheeling for it's attraction. You can imagine the potential spin-off from that. That's a half a million people a year coming to Wheeling, West Virginia to see whatever it is that we have. But that's a marketing deal.

I was very pleased to hear that they put lottery money into real marketing. For several years, the legislature has not seen fit to put in money for promotion advertising. There has been some money, but not enough. It's ranged from two hundred and fifty thousand, I think, to about seven hundred thousand last year. My understanding now, we're talking about maybe a million three for media advertising in West Virginia. And we're going to be suggesting that we take and leverage this.

For instance, the Convention and Visitors Bureau in Wheeling is dedicating two-thirds of it's budget to media advertising. That will be seventy five thousand a year. We're going to ask the state to match that and then we're going to ask the attractions to match that, and then we're going to ask the media to match that in public service announcements.

So that's going to move a seventy five thousand dollar state investment to about a three hundred and twenty five thousand dollar total impact. Now, you can start doing some good. You know, that's as much money as the state spent two years ago on media advertising. It's going to come right out of one section. And that's Wheeling, the northern gateway to the state.

And so, we're hoping the Governor will look favorably upon this. I think he will.

And this can be done. As Jon said, this is a matter of once you get them into West Virginia, you capture their attention and there is a lot of things you can do.

Senator **Rockefeller**. Families and Seniors. I want to discuss those two things in to closing this panel.

The demographics of this country show that we've got a lot of people living longer so that's a larger and larger market.

On the other hand, I think there's more concentration on family travel and on families doing things together. Now, that's been made more complicated by more women working and maybe there's less time for travel.

I'd just like your comments, Randy, on how you see those two segments in terms of tourism in this state or elsewhere.

Mr. **Worls**. Well, I think the senior market is going to become more and more of an impact. People are retiring earlier. You are having people that are younger, you know, that are getting together in both the group business. I mean, some of my best friends—Ross Felton, who is just retiring, he's only sixty, I think, two years old retiring from WWVA—he had another friend, an attorney in Wheeling take a first class bus tour and they had, you know, up into Canada and they go to, you know, they're an export in the direction. They went in the other direction, but the point is that these are people that could basically afford to do what they want to do. They're getting on the tour buses and they're going places. I think that's a big potential marketplace.

As far as the families are concerned, what's happening is, because of the working moms and so forth, they are getting more concentrated. In other words, it's the Fourth of July to Labor Day, is the family time and you only have really two months to get them for their week or two weeks vacation.

You're getting some weekend business, you know, because again the family is traveling on weekends. So, the family is becoming less of a factor except at holiday time, eight weeks in the summer and some weekends.

So, you've got to get into the senior marketplace, you've got to get into the families whose children are gone. They are young and they're making decent money. They can come out.

So, it's an interesting thing. Family market is eight weeks in the summer, Christmas and Easter Holidays and a few weekends the rest of the year.

So we've got to go to the Seniors. We've got to go to other markets to make some of these things work twelve months, because tourism can't work in just an eight week period. We've got to make it work year around. The shoulder season. Spring, fall, winter. And that requires a little different marketing than it used to.

Senator **Rockefeller**. And so how do you do that?

Mr. **Worls**. Well we do that by, in Wheeling, we try to create reasons to come. The Festival of Lights has made December the largest month of the year. It used to be the worst month of the year. You do specialty things to attract large numbers of people.

Occupancy at Wilson Lodge in 1984 was twenty eight percent. Occupancy at Wilson Lodge in 1988 was ninety two percent.

You create specialty reasons for them to come. You create conferences and meetings. You use a resort like this to encourage the businessmen to come out here in the spring and the fall when it's beautiful, use the weekdays and get them here when it's hard to get other people to come.

You have a little conference center right here at Hawk's Nest which I know Charlie Spears is attempting, through his efforts and his staff, to promote.

So you have to look for the specialty thing. The tour bus is a big deal. They can come virtually twelve months a year. It may be a week right at Christmas time where it's hard to get tour buses out, but even there I understand that's getting to be a bigger deal.

Senator ROCKEFELLER. Well, I've got thousands of questions and I don't have the time to ask them. I want to thank all of you very, very much for your contribution for coming. I guess you didn't come too far?

Mr. DRAGAN. No, it's great.

Senator ROCKEFELLER. But I'm really grateful to all four of you. Thank you very, very much.

Our final panel is President of Concord's College, Jerry Beasley who is an old friend. And, Doug Maddy, President of the Fayette County Chamber of Commerce, and Mr. Richard Alston, Executive Director, External Affairs and Government Relations, C&P Telephone Company. Dick, why don't you start.

STATEMENT OF RICHARD A. ALSTON, EXECUTIVE DIRECTOR, EXTERNAL AFFAIRS AND GOVERNMENT RELATIONS, C&P TELEPHONE OF WEST VIRGINIA, CHARLESTON, WV

Mr. ALSTON. My name is Dick Alston. I'm executive director of External Affairs and Government Relations for C&P Telephone of West Virginia.

I appreciate the opportunity to be here today and talk about the role that business can play in development of the tourism industry.

Five years ago, recognizing that our company could not prosper unless West Virginia prospered, we decided to focus our corporate resources on economic development. We began promoting programs such as Partnerships In Education and advocating positions that would encourage efficiency in state and local government. While we are continuing our commitment to these programs, we are now turning our attention to tourism.

Our focus on tourism is—in the final analysis—enlightened corporate self-interest. With a 1.4 billion dollar investment in West Virginia, a 100 million dollar annual construction budget, with a 37 million dollar state and local tax liability and with thirty four hundred employees who work in West Virginia, we have a highly vested interest in West Virginia's economic future—a future whose ultimate success, we believe, is going to be significantly impacted by the tourism industry.

Tourism is West Virginia's fastest growing and currently the second largest industry. Most importantly, it is an industry that can serve as a catalyst for economic growth.

We believe all businesses, both large and small, have opportunities to positively impact the growth of the tourism industry. For example:

Multi-state and international corporations with a presence in West Virginia could be encouraged to have conferences or shareholder meetings in West Virginia.

West Virginia vacations and conference opportunities could be espoused by companies in their company publications, company newspapers and magazines.

Management skills could be used to help analyze and improve the efficiency of state tourism organizations via task force participation or free lance efforts.

C&P, for example, has utilized it's telecommunications and computer expertise by participating in a collaborative effort with AT&T, IBM and the State Chamber of Commerce to evaluate and make recommendations for the improvement of the state's 1-800-CALL WVA tourism request line. In fact, Doug Maddy was on that team also.

Resulting from this evaluation were numerous recommendations to improve the efficiency of the operations which are currently being considered by the state's Commerce Department.

Perhaps the most visible and exciting project to date for C&P has been the production of a statewide Tourism Guide, which will be released May 17. It is a 176 page full color magazine style book, complete with advertising, that captures the distinctive attractions, culture, history and recreational opportunities of West Virginia. This publication was developed using five different printers, a design firm, and fifteen writers—most of whom live and work in West Virginia. It is truly a guide about West Virginia by West Virginians. Since we have a vested interest in West Virginia's future and have been in the publishing business for over 100 years, we felt that it made good sense for us to underwrite and manage this 400,000 dollar project.

This was an industry driven project in which we met and reached an early consensus with state travel officials, local convention and visitors bureaus, and representatives from various industry associations concerning the scope, timing, and objectives of the project. The Tourism Guide project has brought the tourism industry together in a focused way that we think will benefit everyone: tourists and visitors will get comprehensive information in one easy to use source; advertisers will receive an opportunity to reach those already predisposed to visit West Virginia in a way they've never had before; perhaps some of the packaging that was talked about can be created from this; and the state can distribute its ad message to thousands for a very economical price.

C&P has benefited from this project as well, by gaining expertise in the specialty guide business, enjoying significant stakeholder opportunities with potential customers and key government officials, and improving our corporate image with employees, customers and shareowners.

The benefits to West Virginia's tax base and economy are obvious. What is not obvious—and probably equally important—is the pride that a positive picture of West Virginia creates.

The state has been a very active partner in this project, providing photos, maps and information. As a result of this spirit of cooperation between the public and private sectors, the support of West Virginia companies, and the willingness of over fifteen thousand C&P customers to purchase advance copies of this directory, this entire project will very likely break even financially.

As a by product, C&P is going to include some of the information developed in the Tourism Guide in our phone directories, and beginning in July 1989, the new phone book covers will carry a tourism related scene.

This is only one example of how we think an interested company can do things to enhance it's public image and economic future while helping create a positive image for West Virginia.

Our involvement with tourism can truly be characterized as one of mutual benefit, and we strongly encourage other corporations to seek opportunities to participate in this important area.

At C&P we like to say improving communications is our business, but improving West Virginia is our commitment.

Senator, again, we are encouraged by both your vision and leadership in furthering the tourism industry and we pledge our continued cooperation on both the federal and state levels in areas we feel we can make meaningful and positive contributions.

Thank you for this opportunity and please call on us if we can be of any help.

Senator Rockefeller. Thank you, Dick, very much.

Doug.

STATEMENT OF DOUGLAS MADDY, PRESIDENT, FAYETTE COUNTY CHAMBER OF COMMERCE, OAK HILL, WV

Mr. Maddy. Senator, my name is Doug Maddy. I represent Fayette County Chamber of Commerce and I appreciate the opportunity to testify here today on the subject that, as you know, is of very much importance to us here in Fayette County. And, also I appreciate the opportunity to talk to you again about a subject that we've talked about for years and one that is of mutual interest to us both.

And especially, we're grateful for you to bring this hearing to Fayette County and here to this facility that we consider one of the visuals of Fayette County.

And I'm tempted and I probably shouldn't do this, but I'm tempted to make a pun about bringing Mohammed to the mountains, but I won't do that.

We are certainly grateful for this opportunity to talk to you about a subject that we've talked about many times.

Outdoor recreation and tourism have been at the heart of our organization, the Chamber of Commerce efforts to diversify our local economy for over two decades. In fact, since our Chamber was formed, this has been one of our major missions. We see this as a way to truly diversify our economy. We don't see it as the only way to do it, but certainly one of the most expedient.

Fayette County, as everyone knows, is a county that led the state in coal production at a time when West Virginia led the nation in coal production. And today, we virtually have no coal production at all in Fayette County.

We realize and have realized for a long time that we must diversify our economy and the impact of recreation and tourism has been to at least partially offset this transition in the coal industry and in our traditional industry mainstay.

Our Chamber has been at the forefront of recreational development in our part of West Virginia. We realized early on that we had to diversify if we were going to ever enjoy economic stability. And we also recognized that the combination of the tremendous natural resources and our proximity to the marketplace, that everyone here today has talked about, make tourism and recreation one of the most logical avenues of development.

To that end, we have worked continuously with our congressional delegation, state and local officials to develop the infrastructure of this, our state's second largest industry. And I think a lot of folks have testified to that today, but it needs to be said over and over again. It is our second largest employer in West Virginia now. It is growing daily and it is sad to say some of the other industries' numbers have been shrinking correspondingly, so it is increasing proportionately as we speak.

As you know, we worked diligently for twenty years to see to fruition the enactment of the New River Gorge National River Act in 1978, and with the West Virginia National Interest River Conservation Act of 1987. And, we certainly support wholeheartedly their scenic byways proposal.

We have worked with our local white water rafting companies to develop that 52 million dollar a year industry.

We have also worked with local and state officials to plan for the continued growth in this area to build the necessary private sector facilities, such as motels, restaurants and attractions, to accommodate our number of visitors to the area. And, as Mr. Dragan pointed out, to keep them here. If we get them here, we must keep them here and that's a key to our economic development effort.

Just last year, our Chamber's primary project was to build and staff a year around visitor's center to accommodate the ever increasing visitors shift through our area.

This year, our top priority is the establishment of an all West Virginia Crafts Festival to coincide with our ten year old Bridge Day Festival.

Senator, when you were Governor, if you will remember, John Whitt and some others, arm-twisted you into proclaiming that down on the New River, and it has become the largest single festival in the state of West Virginia and it is going to be even bigger and better as of this year.

Traditionally, we have for 11 years, conducted open house for travel writers throughout the United States, and particulary our market area, our region that has been spoken to here today, to tour our New River Gorge area, to participate in white water rafting experience. We not only invite travel writers, but as you well know, we invite our elected officials, our congressional delegation and people that we feel we need to do business with throughout the Washington area. We have had notable media guests such as the

Washington Post, the Washington Times, the Cleveland Plain Dealer, the Wall Street Journal, and so on and so on.

The hour is late and I will sum up quickly. We obviously believe that outdoor recreation and tourism are already a vital part of our local economy and with public and private sector cooperation, they will be an integral part of Fayette County's and West Virginia's economical future.

We certainly appreciate the opportunity to testify, Senator.

Senator ROCKEFELLER. Thank you Doug, and I've got to say, you have been and the county here has been, tremendously aggressive as long as I can remember, in terms of going after tourism.

Mr. MADDY. We've enjoyed some tremendous cooperation.

Senator ROCKEFELLER. Yes.

Dr. Beasley, I'm sorry that you've had to wait so long, sir, but I'm very honored that you are here and you're doing something unique at your institution and your institution is of great interest to me because members of my staff are alumuni. Of your institution, I am very interested to hear what you have to say.

STATEMENT OF DR. JERRY BEASLEY, PRESIDENT, CONCORD COLLEGE, ATHENS, WV

Dr. BEASLEY. Senator, thank you very much for the invitation and Ms. Burger, Ms. Sussman, thank you for helping me prepare for this.

Senator, I want you to know that I am grateful for what you are doing to energize, to bring hope and actual action from the federal agencies in revitalizing my home community of Hinton, where you are meeting later this evening. There is a new spirit there and intent to capture the fruits of the tourism industry in a way that was not seen four years ago and I appreciate that and the people there do as well.

I also appreciate the opportunity to talk about another component of tourism development briefly in a Reader's Digest version at this hour, the educational contribution to tourism development.

We believe, I think as you do, that this potential in West Virginia has been tapped, but we have not realized the potential of this industry that is based on our obvious natural beauty, our friendly and hospitable people and our distinctive culture, representative of which hangs above your head right now.

The attributes coupled with our excellent location and proximity to the bulk of the U.S. and Canadian populations make a potentially primary destination for a large segment of the North American traveling public.

Tourism has become a big business worldwide and in West Virginia. Despite the fact it's a big business, most tourism businesses themselves are small businesses. And it is that understanding that needs to inform the kind of educational work that we do.

Governor Caperton has encouraged us here in West Virginia not to think in state or international terms, but to think in terms of how we can compete on a global scale, which means that we have to have world class organizations.

Tourists expect the same kind of treatment and hospitality from a small business as they get from Disney Enterprises in Florida, the Four Seasons Hotel or the Greenbriar here in Greenbriar County. Unfortunately, small businesses can't afford the training programs, the research and so on that those larger organizations are able to muster. And, it's part of our job to provide that kind of support for the tourism business.

We are grateful because, spurred by your initiatives in an earlier administration, tourism in West Virginia has grown from a five hundred and sixty million dollar business, and there's some debate over this, at one point a seven billion dollar business, and our figures indicate a middle ground of about forty five thousand people employed in the industry.

Let me just briefly review the existing educational programs in this business here in West Virginia:

Shepherd College in the Eastern Panhandle does have a hotel/motel management program.

There is a very fine program at West Virginia Northern Community College in culinary arts.

I will dwell for a moment on the program at Concord College. Because, for more than a decade, we have provided the ABC's in training for the hospitality industry here. Our program is a member of the Southern Regional Education Board's common market. That's a designation that's reserved for scarce academic resources in a fifteen-state region.

This program offers concentrations in five areas: Tourism planning and promotion, lodging management, park and resort management, travel services management, and also food and beverage management. We have about a hundred and seventy students in the program, and we graduate typically thirty students a year who are prepared for entry level positions in the industry.

One of the things that has happened in recent years is because of the exponential growth in numbers of students, and frankly we could triple the size of this program if there were a sufficient number of teachers, but what has happened is that the increasing teaching load has made it more difficult to provide other public services to the industry. Particularly research and training support.

Students in the program take course work that allows them to study such topics as the factors that influence and affect travel decisions, hotel systems and operations management, changing concepts of leisure.

And, if you read Time magazine this last week, there are some interesting figures on what's happening to the American public. Instead of increasing leisure hours that were projected a decade ago, we have found that the average work week including commuting time has increased from forty one to forty seven hours a week which has definite implications for the nature of leisure time.

In addition, students in this program are encouraged to study a second language which has implications for attracting French——

Senator **Rockefeller**. You mean in your tourism?

Dr. **Beasley**. Yes.

Senator **Rockefeller**. They have to take a second language?

Dr. **Beasley**. They are encouraged. It is not required. But, as we begin to talk about attracting tourists from foreign countries, particularly French from Quebec, that has some implications.

They also study the psychology of tourists, including the psychology of international tourists.

Two years ago, I had the opportunity to visit Thailand, and in preparation for that trip, we looked and we studied the economy. One of the things that we found was that the rice industry in Thailand had been undercut by our subsidy of rice in the world market, and we went expecting the Thais to be somewhat hostile to us because of what we were doing to their rice crop. What we found was some of the warmest hospitality we had ever encountered outside of West Virginia. When we got back, we found one of the reasons for that hospitality is that the Thai people have done an outstanding job of attracting Japanese tourists and American tourists. This country has a two billion dollar trade deficit with Thailand, principally because American tourists are attracted to that country.

We are working, incidentally, to help a group of Thai businessmen create a hotel, school, in international management and tourism.

Finally, in order to respond to a variety of kinds of questions that we have been asked outside the provision of educational training programs. Questions such as: In attracting the international tourists, do we have to sin to win in this international business? Do we have to offer gambling? As some people in Southeast Asia contend that you have to do to get the Japanese tourists. It's a complex set of questions and it's a segmented market. Japanese aren't simply Japanese.

We've been asked a variety of questions that we think a proposed new center for tourism development located at Concord College and offered in conjunction with the research capability of West Virginia University, the training facilities of the Greenbriar Hotel, which is obviously a world class organization, can help people engaged in this industry answer such questions as:

How do we get those forty four thousand autos a day that go down I-77 off that interstate? We're working with some radio technology that will enable us to communicate with those people in their RV's and cars as they go down the highway and get them to stop in Southern West Virginia.

We're looking at ways we can make contact and, in fact, we have been in contact with the alumni organizations of a number of colleges in the Eastern United States who are looking for programs for their young alumni. Dennison and Harvard are bringing groups into the area who, one, want to raft, but will be able to offer them samplers of other experiences in Southern West Virginia.

As you might expect, alumni from those organizations probably will be the future people who will go to places like the Greenbriar.

So we can offer them a sampler of other experiences when they come here to get the thrill of our New River outside.

We've been asked questions that the new Center for Tourism will address such as: Fee versus free recreation, a policy analysis. We've been asked to do feasibility analyses of theme and amusement parks. We've been asked to look at whether or not quotas should be established for high tourist user areas.

Frankly, in order to keep the business coming to West Virginia, we don't want to maximize the number of tourists, we need to optimize the number of tourists. And so on.

And we are working now, as one of the Governor's, Governor Caperton's first Partnerships for Progress, in putting this center together that will be located at Concord College and serve the tourism industry in the region in many ways similar to what the National Mine Academy does in Beckley.

Thank you, sir.

[The statement follows:]

Testimony Before the Foreign Commerce and Tourism Subcommittee of the Senate Committee on Commerce, Science and Transportation

By
Jerry L. Beasley, President
Concord College
Athens, West Virginia

Hawks Nest Lodge
Hawks Nest State Park
Ansted, West Virginia
April 25, 1989

The State of West Virginia has enjoyed little of the prosperity experienced in most other parts of the United States in the post-war period. Although the State possesses substantial resources in coal, timber, agriculture, and manufacturing, these traditional resources have failed to generate incomes and employment levels required for a decent standard of living and lifestyle. Personal and business incomes have remained low, unemployment is far above the national average, the economy is fragile, and public revenues are inadequate to provide essential services to the citizens of the State.

Current assessments of West Virginia's economic prospects for the future, when based upon a presumed continued reliance upon traditional resources, are uniformly bleak. Little evidence can be found to suggest that these resources will generate a greater measure of prosperity for the State in the near future than they have in the past.

West Virginia, however, does have a significant and economically promising resource in its potential for tourism development. This potential, thus far largely untapped, is based upon the State's natural beauty, its friendly and hospitable people, and its distinctive culture. These attributes, coupled with an excellent location relative to the bulk of the U. S. and Canadian populations, make a potentially primary destination for a large segment of the North American travelling public. A number of states and localities have experienced dramatic improvements in their economies as they became destinations for the travelling public. Having become one of the top three revenue-generating industries in many states, travel and tourism create new jobs, provide additional salaries and wages, expand business volumes and profits, and generate public revenues to pay for needed governmental services. Thousands of communities around the country receive a majority of their revenues from tourism development efforts, and from tourists themselves. Tourism has become big business, even though over 80 percent of the tourism businesses are classified as small. Spurred by former Governor Rockefeller's "Travel West Virginia" campaign, tourism grew from $560 million in annual sales to $1.4 billion over the past decade. Now, more than 45,000 West Virginians are fully employed either directly or indirectly through tourism. Given proper guidance, encouragement, and nurture, an expanded tourism sector in West Virginia could make even greater contributions to this State's citizens.

EXISTING PROGRAMS

For more than a decade, the Concord College Travel Industry Management Program has been teaching the A-B-C's of the hospitality industry. A member of the Southern Regional Education Board's Academic Common Market (a designation reserved for scarce educational resources in a 15 state area), the program offers concentrations in five areas--tourism planning and promotion, lodging management, park and resort management, travel services management, and food and beverage management. Approximately 170 students are now enrolled in the program. Graduates, who typically number more than 30 each year, are prepared for entry level positions in hotels and motels; restaurants; parks and resorts, travel and tour agencies; airlines, shiplines; railroads; bus lines; and, travel development corporations and agencies.

Students are expected to complete a general education program and select 24 hours from a Travel Industry Management core, which includes 33 possible course selections. In addition, students may complete an internship of six to 12 semester hours in a travel or leisure business or organization. Course work allows students to study such topics as the factors that affect and influence travel-related decisions and behavior, hotel systems and operations management, concepts of leisure, the preparation of foods and beverages for quality dining services, the geography of world travel and facilities design and management. Acquisition of a second language is encouraged.

Although graduates of this program have found employment in their field of study, a majority now are leaving the State to find jobs. The tourism industry is growing in West Virginia, but not at a rate commensurate with its potential nor at the rate projected five years ago.

A number of conditions exist that act as obstacles to the development of the State's potential, including:

1) a continued lack of expertise in tourism planning, development and marketing;
2) the absence of an accurate and up-to-date data base for use in planning and development;
3) a need for more direct assistance and guidance in developmental efforts;
4) the relative unavailability of information on tourism activities, trends and approaches;
5) sufficient promotion funds to position the State strategically for national and international competition; and,
6) a sustained cooperative effort by local, regional and State entities.

CENTER FOR TOURISM DEVELOPMENT

It is proposed that a Center for Tourism Development be established at Concord College in Athens, West Virginia to address each of these obstacles and thereby to assist in and contribute to the development of travel and tourism in the State.

Educational Programs

Based upon the results of a first-year needs-assessment survey, the center will develop workshops, seminars, and other training programs for those needing additional expertise in matters related to tourism. These offerings would focus upon various facets of tourism planning, development, and marketing and would also provide skills training in hospitality management and service. Delivery of educational programs would be carried out in association with the West Virginia University Extension Service and other State entities.

Data Gathering and Research

The proposed tourism center will be organized to carry out a variety of research activities in support of tourism development efforts. A major focus will be on the development and maintenance of an up-to-date and complete data base. Capitalizing upon the research strengths of the West Virginia University Center for Economic Research and other organizations and individuals with similar capabilities, the center will conduct an ongoing research program. Research results, including data bases and other findings, will be made available to tourism organizations and the tourism industry as needed.

Direct Assistance

Following a first-year needs-assessment survey, the center will provide direct community and industry assistance, within the limits of its resources, on efforts judged to be critical to tourism development. It is anticipated that such assistance would include a limited amount of center-funded direct project involvement by center associates as well as a larger scale program of assistance by center affiliates whose involvement was supported by those for whom the services were provided. Efforts will also be made during the first year to develop a matching grants program for projects deemed essential by an institutionally-established assistance review board.

Information Dissemination

Critical to the success of tourism development efforts is easy and broad-based access to the information and data already available on tourism as well as that to be generated under center auspices as part of its research role. Also essential to success is a general public awareness of tourism's contributions to the State economy. A program of information dissemination will serve both of these needs. Educational materials, research findings, and data bases will be made on a cost-reimbursement basis through the operation of a tourism library at the center. Center activities and programs, as well as state tourism development efforts, will be publicized through a center newsletter distributed statewide. Significantly, the State Travel Division has requested the center to provide responses to the inquiries of prospective tourists and others regarding West Virginia.

Center Operation and Organization

The center will be jointly sponsored by Concord College and West Virginia University. It will be guided in its operations by an advisory board drawn from academic circles, State and local government, and tourism industry. Direct administrative oversight will be exercised through the office of the President of Concord College.

The ultimate objective of the Tourism Center will be to help insure maximum utilization of available resources and capabilities in the tourism development effort. Administrative offices of the center will be located on the Concord College campus in Athens, West Virginia. The center's staff will maintain a working relationship with the College's Travel Industry Management faculty and will utilize the resources of the program as needed. During its first year operation, the center will develop a "tourism resources directory" which catalogues the academic, governmental, and industry resources that can be utilized for tourism projects. The center will, for example, identify a statewide "research pool" from which research expertise and manpower can be drawn as needed. This would include West Virginia University's Center for Economic Research as well as other institutional and governmental research capabilities. Other educational, informational, and direct assistance resources will also be identified. A central facet of the center's operation will be the establishment and use of linkages between such resource pools and those needing their services.

Senator ROCKEFELLER. Jerry, thank you very, very much.

Dick, let me just ask a broad question. I'm very impressed by what you are doing.

As you point out, your book is good for you and it's good for West Virginia. And that's a perfect marriage.

Is it fairly unusual what you are doing? Do you know of other instances where the private sector is helping tourism?

Mr. ALSTON. I don't know of any specific examples where other businesses have taken on a project of this scope. What we intend is to encourage other businesses through organizations like the West Virginia Roundtable to do just that, to look at their relative strengths.

We have a hundred year history of publishing telephone books. We thought, a natural marriage would be for us to use that experience and produce a tourism guide, a directory, that would promote tourism in West Virginia. We took the financial risk, but the bottom line is, it's probably not going to cost us anything, because it's been so successfully received.

If we bear the risk, and it helps develop tourism in West Virginia, and ultimately it doesn't cost anything, I think it's a good example for other businesses to consider following.

I didn't mention it, but we're going to provide about two hundred thousand copies to the state to be distributed through the 1-800-CALL WVA operation to out-of-state people who call with requests about visiting West Virginia.

Senator ROCKEFELLER. That's great.

Mr. **Alston**. We're also providing copies for distribution within West Virginia and we're selling these. As a matter of fact, we are giving the state a hundred and forty thousand copies and they have elected to buy, at our cost, another sixty thousand copies from their budget for publications. We think it's going to be mutually beneficial and we hope other businesses will look at this as an example of what they can do.

Public relations companies, for example, that have experienced writers, could pen articles on tourists attractions in West Virginia and provide them to magazines like Leisure magazine, Southern Living and others like that.

Senator **Rockefeller**. Well, or the Washington Post.

Mr. **Alston**. Washington Post, yes.

Senator **Rockefeller**. I thought there was a great author by the name of, I think it was Jay Rockefeller who wrote it.

It wasn't on white water rafting. Now, every Sunday there is a big section in the New York Times and the Washington Post called "Travel". Isn't there something that we could be doing to get articles about West Virginia included in those sections? Do they seek us out or do we have to seek them out?

Mr. **Maddy**. It's both ways, Senator. They, like most media, and I think the media that are here today can tell you, they are always looking for help in writing stories and I think they seek us out to a degree but I think they also welcome contributions from the private sector.

Senator **Rockefeller**. Maybe the Pittsburgh, Cleveland, and Cincinnati papers do the same thing.

Ms. **Stewart**. We've just started doing that at the Southern West Virginia Convention and Business Bureau and we have now about three hundred and fifty travel writers and travel editors to be put together and twice a month we send throughout West Virginia.

Senator **Rockefeller**. Would you give your name so that we can put you into the Senate record?

Ms. **Stewart**. Kelly Stewart and I'm Executive Director of Convention and Business Bureau.

Senator **Rockefeller**. Thank you, Kelley.

Doug, Randy Worls began to talk about the concept that somehow tourism is associated with low wages. I know that if you've got to pick between low wages and no wages, you go for wages. You're training people at Concord College, Jerry. Your students are going into the tourism business with the idea that they're going to do well in life.

I'm looking at some figures here that indicate that 5 percent of our people in West Virginia work in tourism. To put it in perspective, about 6 percent of our people work in the coal industry. The coal industry, everybody has heard about.

But discuss to me this business of tourism as low wage.

Mr. **Maddy**. Senator, I'd be real happy to do that because we've had to fight that battle and I know you've engaged in that discussion for over a decade.

It's a double-edged sword. True, there are a lot of minimum wage jobs in the service industry. But one of the primary reasons for that is, and this is the good part, this is the beautiful part of the recreation industry and the tourism industry, is that it is the number one entry level job market for everybody in the United States. Not just for West Virginians, but for every state in the United States, the number one place where most people, the majority of people, start their work career is in the tourist industry. Whether it's in a hotel making beds or whether it's in a restaurant washing dishes as it was in my case or whether it's in a service station pumping gas. Those are minimum wage jobs and that's where you start. But, you can start there with no training. What Dr. Beasley and my almamater is doing at Concord College is wonderful and those folks aren't starting out at minimum wage. I guarantee you that.

But where those figures get skewed and where the naysayers to the tourism industry like to point is at the entry level job salary. And those folks are quite probably unemployable because they lack skills, they lack experience. In many cases, their first time ever entering the job market.

And so that totally, you know as well as I, you can do anything with statistics. And that's one statistic that we've had to carry around as baggage for this particular industry. People say, and I've heard elected officials say, "We're not going to replace coal mining jobs with jobs at MacDonald's." Well, we don't want to do that. That's not our mission and we sure don't want to displace skilled laborers and put them into unskilled jobs. What we do want to do is provide jobs for everyone and we see that the service industry is a wonderful place to do that and they are not all minimum wage jobs. There are a lot of minimum wage jobs there simply because at all entry level jobs there are minimal wage jobs. And, I think probably Dr. Beasley could——

Senator **Rockefeller**. Jerry, would you like to take a crack at that?

Dr. **Beasley**. Senator, may I briefly?

It's a segmented job market in this industry. One, those who are finishing school and starting their own businesses are doing quite well. The entrepreneurs in general are, in West Virginia and elsewhere, are doing well. Those who finish educational programs with background in management are doing reasonably well.

Where we have the difficulty in this business is in those seasonal industries where one can expect to work for four to five months at most.

We have an instance of a West Virginia ski resort that turned over it's entire food service within two months—every one of it's employees. If employers can't offer year around employment, you've got high turnover.

Secondly, there are few job ladders in this business that give people the hope of moving upward.

Finally, this business has to do essentially what MacDonald's has done and that is provide educational incentives for employees to see some improvement in their circumstances.

So there are a host of things that segment the market, but also contribute to high turnover, including low wages in those entry level positions.

Senator **Rockefeller**. But they're on their way up, hopefully. I think both of you made a good contribution on this subject.

Jerry, when they graduate, can your student find work here in West Virginia?

Dr. **Beasley**. Originally, they could but because the industry has not grown and is not hiring sufficient numbers of people in management positions, the majority of our people are now leaving West Virginia.

Senator **Rockefeller**. Well now, see, that's a very interesting problem we've just walked into. You're saying the industry is growing, but not necessarily in management level type jobs. People can't stay because there's no jobs for them in the state and yet we've been talking about a growing industry.

Mr. **Maddy**. Well, I'll start it and probably Dr. Beasley can give a more definitive answer to it because I'm sure administering those programs he has had to study this situation. But we were a fledgling industry back during your governorship. A fledgling industry. And those managements, those upper level positions, those entrepreneurial positions, in the last decade have been occupied.

The industry continues to grow, but growing as say, for instance, one of our white water rafting companies that are represented here today. They may be growing in terms of the number of employees, but there is still only one manager of that company. And it's quite probably, if all goes well, the same manager who was there ten years ago. So, Dr. Beasley in his program has to find a new place to locate their manager trainee. Is that somewhat how?

Dr. **Beasley**. Sure. And the other thing that we do is we sometimes encourage students, our graduates, to take entry level positions with the notion of getting first hand experience and moving up in an organization or on to another organization.

Senator **Rockefeller**. Okay. Leff, did you want to say something?

Mr. **Moore**. A couple of things, Senator, is that the question about the low paying jobs in the travel industry. It's just not true. It may be in some respects if you focus on the travel industry in it's more narrowed aspect and maybe that's the maid who makes up the motel room for the traveler. But, in our industry, there are plants located all over the country who make recreational vehicles, that have high paid assembly line jobs and that's pure recreational vehicle travel. And that's a specialty vehicle made for no other person, no other reason other than recreation. That's a high paying job.

In addition, I just left a conference last week when I testified before your hearing in D.C. and Reston, Virginia with the Recreational Vehicle Institute of America and they said that the biggest single problem that they see is they see an extraordinary growth within that industry, the recreational vehicle industry.

The biggest problem is with the graying of the population and the fact that the babyboomers are buying these vehicles or going to be buying these vehicles over the next decade; that the high paid service technician that not only builds them, but repairs them and keeps them moving on the highway is a severe problem. And that industry internally is beginning to train people in order to address what they view as an employment crisis.

So, on one hand, we just have to make sure that we identify the needs within the travel industry and begin to fill those needs and not just think about our one small aspect or our narrow—the travel industry is very, very broad and many of those positions are extremely high tech.

Senator **Rockefeller**. Let me end with one final question to the panel.

Dick, I don't know where your original home is, but I do know that Doug and Jerry come from Southern West Virginia. You haven't heard me say this Jerry, but just about everybody else in this room has heard this several times. In 1982 when West Virginia went down to the World's Fair in Knoxville, we put together an exhibition coal mine. You could go into that mine and it got very dark and then you had a real sense you were going into a coal mine. And you saw equipment. And then you'd go wander around a little bit more and you'd come upon a miner's home the way it used to look, let's say back during the Battle of Blair Mountain or something. And, you'd have Gatling guns and scrip and a company store.

But something absolutely incredible happened at the Knoxville World's Fair. Our coal mine exhibit turned out to be far and away the most popular exhibit at the Fair. People were waiting all day to get in. Which just shows that what we take for granted in West Virginia, other people are excited by.

The scenic byway concept also has this historic or cultural aspect. The pringle tree up in Upshire County is not just a beautiful thing. It's historic and what our country came from.

Now, I have suggested this coalways idea which is to pick out of Southern West Virginia two or three areas where there could be a coal mine experience. Maybe Frank's visitors on some of his buses would be interested in this. And, they would get precisely the experience that we are busy tearing down. They get coal tipples. They'd get company stores. That company store down at Holden, for example, is just classic. You'd presumably work it out so you could get into some real coal mines. The houses. The way they are. They way they used to be.

I gave a speech up in New Hampshire a couple of weeks ago about coal mining in West Virginia. I told these people from New Hampshire that fifty percent of their prosperity came right off the backs of West Virginia coal miners, because that's where they get their electricity. They didn't know that I was glad they had their 2.3 percent unemployment in New Hampshire, but I wanted them to know why they had that good fortune.

And, I was just talking about coal mining and they were riveted. Or else they were sound asleep.

But I think I could have told that. Now, you take that Knoxville experience. My experience in New Hampshire conclude that and we know coal mining is interesting. But we're trying to take it all down, clear it out. I think that coalways as, let's say part of the scenic byway program, makes a lot of sense and could draw people from all over this country. And when you think about it, in West Virginia, if you're not a coal miner or not a mine inspector, you probably haven't been in a coal mine unless you're a politician. Most people haven't been down in a mine.

It just seems to me that we have this vast tourism resource. It isn't called beauty in that case, it's called coal mining. I'd like your views on it.

Dr. **Beasley**. Senator, I appreciate the slow pitch. Thank you.

It's not coincidental that Dr. Ernest Boyer, who is a world respected educator, after visiting West Virginia said that this state ought to attempt to export those values that make it distinctive. And in fact, the folk values of the rural people are probably more likely to solve some of the urban problems we have than other models that are being used.

I think that frankly, we are apologetic too often about who we are, rather than proud of our history. You travel out through South Dakota and you stop off Interstate 90 at Wall Drug Store, after seeing promotions of it for five hundred miles extending into eastern and southern Minnesota and you find that what they are selling is cowboys and Indians and they're doing it in grand fashion. Tastefully doing it, believe it or not. They are also willing to acknowledge that there are anchor attractions that others need to build on.

I've had the privilege of living in and outside of West Virginia and all over this country and one of the things that I've found, and if you'll allow me to share a personal reflection, is that in living in places like San Francisco and Boston and Florida, that I became more of a West Virginian in those places principally because those people were interested in what was distinctive about our culture.

And I agree with you. All of that is to say that our unique heritage is what's going to attract people to come and stay with us. And we should bottle it and export it in every way we know how.

Senator **Rockefeller**. Thank you, Jerry. Doug?

Mr. **Maddy**. Just a quick note. You know I serve on the coalways body with you and Congressman Rahall and I think it's a splendid thing. In less than a year, we've been operating our information center on the forum. You ask people what they're interested in and they're interested in white water rafting and they're interested in skiing and they're interested in our state parks. But, more than anything else, they're curious about our heritage and about our culture because our heritage and our culture is somewhat related to their heritage and their culture, no matter where they come from. Whether it's Ohio or Michigan or Virginia or Washington, D.C. It's a similar heritage. It's an immigrant heritage and it's a work ethic that they could relate to and they're interested in it and it breaks my heart to see company stores and tipples torn down. It's ironic that we leave our slag piles and tear down our tipples. I've never quite understood that. But, I suppose, I think it's a liability situation but it seems to me to be a total irony. But the coalways, especially for Southern West Virginia, and I'm talking down in the coalfields of Southern West Virginia is a way to revitalize that economy that, quite frankly, I don't see an alternative to.

Senator **Rockefeller**. Dick.

Mr. **Alston**. You said you didn't know where I grew up and I'll tell you just a quick personal story.

I grew up in Richmond, Virginia and I traveled a lot in my career, but until three years ago, I had never laid foot in West Virginia. The reason that I hadn't, thinking on it personally, I saw lots of advertisements that encouraged me to go skiing in Vermont and vacations in Florida, I heard very little about West Virginia.

I just don't think West Virginia has done a good job outside of West Virginia in promoting itself and encouraging people to come here, pointing out what it has to offer. When this state starts doing that, it's going to find a lot more people come here. They just need to be encouraged to come to West Virginia, that's all.

Senator **Rockefeller**. On that high note, the hearing is adjourned and I thank everybody for their patience, for their good spirits and their excellent testimony.

[Whereupon, at 4:18 p.m., the subcommittee was adjourned.]

[The following information was subsequently received for the record:]

Statement of the Scenic Byways Conference

America has an extensive network of roadways—some 3.9 million miles, in total. Many of these roads provide those passing over them in cars, RV's motorcoaches and on motorcycles and bicycles a dramatic view of the wonderful diversity of the nation. They offer glimpses of majestic mountains and powerful rivers, quiet lakes and tall forests, quaint rural villages and farms, wildlife and seashores. These are the roads Americans love.

Actions to identify, protect and improve scenic roads have been underway for many years. During the 1930's construction of some of our best-known scenic byways began: the Blue Ridge Parkway (now drawing well in excess of 20 million visitors yearly), the Going to the Sun Highway in Glacier National Park, the parkways in the New York City area and the Great River Road. Since then, other major scenic road initiatives have arisen, including the highway beautification movement spearheaded by Lady Bird Johnson. A number of states have scenic byway programs, although they vary greatly in scope and vitality.

Scenic byways became a national issue again in 1987, as one of the central recommendations of the President's Commission on America's Outdoors. That commission noted that pleasure driving remains at the top of the list of popular recreational activities, but that the wants of pleasure drivers were largely ignored by both transportation and recreational planners. PCAO recommended that states and the federal government become far more active in identifying, protecting and enhancing the best scenic routes across the nation.

A group of national organizations—now some 40 in number—have organized to isure the implementation of this recommendation. They conducted a national conference in May 1988, bringing together recreational, tourism, conservation and highway interests. An outstanding report on the current status of scenic byway activities was presented for the conference by the Federal Highway Administration. A follow-up conference is now planned for November 1989.

The conference itself has sparked action. The Forest Service and the Bureau of Land Management have initiated programs to enhance driving through their lands, planning new interpretative facilities and pull-offs at scenic spots. In fact, the Forest Service has already recruited a major company—Plymouth—as a partner in its efforts and has designated some 2,000 miles of National Forest Scenic Byways.

On February 22, Representative Jim Oberstar (D-MN) and Senator Jay Rockefeller (D-WV) introduced companion bills—H.R. 1087 and S. 432—requiring a study to develop guidelines for a national scenic byways program and an examination of the economic development potential for scenic byways. The Scenic Byways Study Act of 1989 also calls for the Secretary of Transportation to prepare an updated inventory of existing national scenic corridors. Key Members of Congress are committed to the creation of a new scenic byways program as part of the Surface Transportation Act of 1991, legislation which will chart the direction of our roads program in the post-interstate era. H.R. 1087 and S. 432 will provide information useful in the development of that legislation.

H.R. 1087 has been referred to the House Committee on Public Works and Transportation and S. 432 was referred to the Senate Environmental and Public Works Committee. An April 14 oversight hearing has been scheduled in the Senate Commerce Committee by Senator Rockefeller to look at the economic benefits of scenic byways through tourism.

The forum for dissussions regarding scenic byways is the newly created Scenic Byways Conference, which publishes a regular newsletter and sponsors national and regional meeting on scenic byways.

FAYETTE COUNTY CHAMBER OF COMMERCE,
Oak Hill, WV, April 20, 1989.

Hon. ERNEST F. HOLLINGS,
U.S. SENATE,
Washington, DC.

MR. CHAIRMAN: My name is Doug Maddy, I am President of the Fayette County Chamber of Commerce. I appreciate the opportunity to testify to this committee on a subject that is of critical importance to our chamber and to the area which we serve.

Outdoor recreation and tourism have been at the heart of our organization's efforts to diversify our local economy for the last two decades. Fayette County is a county in transition. It is a county that once was the largest coal producing county in the state, at a time when West Virginia was the largest coal producing state in the nation. Today, there are no coal mines operating in Fayette County. The impact of recreation and tourism has been to, at least partially, offset the tremendous economic losses experienced by the changes in our traditional industrial mainstay.

Our chamber hs been at the forefront of recreational development in our part of West Virginia. We realized early on that diversity was essential if we were to ever enjoy economic stability. We also recognized that the combination of our tremendous natural resources and our proximity to the marketplace made recreation and tourism one of the most logical avenues of development. To that end we have worked continuously with our congressional delegation, state and local officials to develop the infrastructure of this, our state's second largest industry.

We worked diligently to see to fruition the enactment of the New River Gorge National River Act in 1978 and the West Virginia National Interest River Conservation Act of 1987. We have worked with our local whitewater rafting companies to develop that 52 million dollar industry. We have also worked with local and state officials to plan for the continued growth in this area and to build the necessary private sector facilities such as motels, restaurants and attractions to accommodate the growing number of visitors to our area.

Just last year the chamber's primary project was to build and staff a year-round visitors' center to accommodate the ever increasing visitorship to our area. This year our top project is establishing an all-West Virginia crafts festival to coincide with our ten year old Bridge Day Celebration which attracts approximately a quarter of a million people a year. Additionally we have for eleven years conducted an open house for travel writers from throughout the United States to tour our New River Gorge area and participate in a whitewater rafting experience that also includes such notable as Senator John D. Rockefeller IV and others of our elected officials.

To sum-up, we obviously believe that outdoor recreation and tourism are already a vital part of our local economy and with public and private sector cooperation they will be an integral part of Fayette County's and West Virginia's economic future.

Sincerely,

DOUG MADDY,
President.

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